

LACOSTE



LACOSTE UNVEILS THE WOMEN'S EYEWEAR OF THE FALL/WINTER 2025 ADVERTISING CAMPAIGN



An ode to the style and sophistication of the contemporary Parisian woman, Lacoste Fall/Winter 2025 campaign captures her cosmopolitan essence: she begins her day with a coffee, reads the newspaper attentively, works with passion, and finds, in the middle of the fast-paced city, small moments for herself. The Lacoste woman is confident, authentic and spontaneously chic.

This urban narrative is powerfully reflected in Lacoste's iconic Monogram collection, which once again serves as the visual emblem of sunglasses and eyewear campaign.

The frames featured in the advertising campaign offer a fresh take on timeless, sophisticated designs. Bold shapes and refined details redefine elegance, with accents such as the signature green embody Lacoste's enduring visual identity, infusing each frame with distinctive character.



L6070S

Timeless and easy-to-wear, these sunglasses feature a bold modified rectangular front. The customized metal core wire, visible through the transparency of the acetate temples, is embellished with a well-defined Monogram pattern, while the Lacoste extended logo and green stripe detail highlight brand identity. Featured in Transparent Burgundy in the Fall/Winter 2025 advertising campaign, this frame is also available in Black, Light Brown, Havana, and Transparent Aqua.



L2316

This sleek, feminine butterfly optical style is crafted from lightweight metal and features the Monogram pattern engraved on the inner and outer face of the temples. Complementing the frame's metal colorway, the tortoise temple tips host an iconic Lacoste green stripe detail that emphasizes brand identity. Starring in the Fall/Winter 2025 advertising campaign in the Aubergine version, this elegant frame is also offered in lustrous Light Rose, Gold, and Rose Gold tones.

Download images here: <https://marchon.box.com/s/s9iqdxkiw7qaosbpyafh3aygoygqlm0y5>

ABOUT LACOSTE

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism, confidence and elegance on the world.

At the crossroads of fashion and sport, Lacoste frees us up and creates movement in our lives, cultivating a French lifestyle infused with effortless elegance. In every collection and every experience, Lacoste blends timelessness with creativity.

Since its beginnings, the aura of the Crocodile has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style.

Passed from country to country, from one generation to the next, and from friend to friend, Lacoste pieces become imbued with an emotional connection that elevates them to the status of icons.

Lacoste elegance — both universal and timeless — brings together a wide-reaching community where everyone's values and differences are acknowledged and respected.

For more information on Lacoste please visit <https://corporate.lacoste.com/>