

# LACOSTE LAB

## COLETTE TO LAUNCH RETAIL PREVIEW OF LACOSTE LAB PRODUCTS

Trendsetting Paris boutique colette will launch a retail preview of LACOSTE LAB products on 9 January 2012, during a month filled with fashion and design in the French capital: menswear fashion week is 18-22 January, while women's couture is 23-26 January and the interior and design show Maison et Objet is 24-28 January. LACOSTE LAB 'dream' products - including skis, surfboard, bicycle, boomerang, moto helmet and balls for both the sports of soccer and rugby - will be available exclusively at colette and from their website [www.colette.fr](http://www.colette.fr) through the end of January 2012.

The LACOSTE LAB revives the tradition of innovation, an integral part of the brand's DNA. Besides being a tennis champion, René Lacoste was also a great inventor and designer. In addition to the famous L.12.12 polo shirt he invented and designed for his own comfort and efficiency on court, he also created technical and revolutionary tennis rackets, balls, golf clubs and golf bags as well as the first ever tennis-ball throwing machine. The artifacts produced by the LACOSTE LAB naturally build a bridge between the brand's heritage and its future.



The LACOSTE LAB projects the brand into the future and continues to give LACOSTE a competitive edge. It prepares for tomorrow by identifying products which could potentially represent the future of the brand. 'By seeking new materials and new designs, the LACOSTE LAB expands the ways in which LACOSTE expresses itself and boldly takes the crocodile into fields which it has yet to venture', explains LACOSTE Design Director Christophe Pillet, who spearheads the LACOSTE LAB project..

The LACOSTE LAB products are the results of collaborations between LACOSTE and key experts in their respective fields. The soccer and rugby balls are engineered by MITRE Sports (UK) out of Tensile fabric with embroidered crocodile logos. The boomerang is produced by 3B (FR) of thin birch plywood. GPA Design (FR) executed the moto helmet in carbon, available in S, M, L and XL sizes. The surfboard was shaped by J.P. Stark and engineered by NOTOX (FR), while the skis (in men's and women's sizes) are produced by Black Crows (FR). LOOK (FR) realized the hi-tech urban performance bicycle. In short, the LACOSTE LAB is at the intersection of cutting-edge design and technological innovation.

[www.lacostelab.com](http://www.lacostelab.com)

*Click on the photos above to access hi res images of the LACOSTE LAB products.  
Contact: John Storey via tel +33 6 37 37 07 07 or email [modementum@gmail.com](mailto:modementum@gmail.com).*