PRESS KIT
LACOSTE LAB revives the tradition of innovation, an integral part of the brand’s DNA. The LACOSTE LAB products are the results of collaborations between LACOSTE and key partners with whom the LACOSTE LAB develops ideas and skills.

Design know-how and technological innovation meet in order to create the most refined products. Christophe Pillet, Design Director at LACOSTE, is at the helm of the LACOSTE LAB.

LACOSTE LIVE is a contemporary reinterpretation of the classic LACOSTE codes and crocodile DNA, destined for an audience who refuses to compromise on look, quality or cut.

LACOSTE LIVE is about optimism and movement, a directional line focused on clothing and footwear that forges ahead while respecting its roots. LACOSTE LIVE also pays tribute to the impact and importance of cultural trends such as music and fashion.
LACOSTE LAB DESIGN ARTIFACTS FOR LACOSTE L!VE TO BE LAUNCHED AT COLETTE JANUARY 7TH 2013

Constantly experimenting with fresh materials and unique designs, LACOSTE LAB steers the brand towards the future. LACOSTE L!VE enables the ‘Crocodile’ to be in tune with contemporary energy and vibes. Together, they link today and tomorrow, innovation and inspiration.

‘Unexpected and cool, LACOSTE LAB for L!VE embodies the ideal combination of LACOSTE’s technological prowess and the most modern urban codes’, explains LACOSTE Design Director Christophe Pillet. ‘Edgy and graphic, each of these plug-and-play artifacts expresses a colorful state of mind and is a radiant way to experience and explore the different beats of city streets’.

These dream design products were unveiled during SS13 New York Fashion Week in September 2012. An exclusive retail launch is planned with colette for January 7th 2013, and then the products will be available thru LACOSTE L!VE global distribution and e-commerce channels from March 2013.
SKATEBOARD
Engineered by Artprint (FR)
Product Details: 50% Maple Wood, 30% Aluminum, 20% Others
VOLLEY
Engineered by Duarig (FR)
Product Details: 100% Synthetic Leather
FOOTBALL
Engineered by Duarig (FR)
Product Details: 100% Shiny PVC
RUGBY
Engineered by Duarig (FR)
Product Details: 100% High Density PVC
JET HELMET
Engineered by GPA Design (FR)
Product Details: 100% Carbon Shell
Size: S / M / L / XL
SNOWBOARDS
Engineered by Salomon (FR)
Product Details: 30% Wood, 25% Polymer, 30% Fiberglass, 15% Others
Size: 156x29x0.7cm (Men), 148x29x0.7cm (Women)
SKI HELMET
Engineered by GPA Design (FR)
Product Details: 100% CCF
GOGGLES
Engineered by Dragon Alliance (USA)
Product Details: Frame 100% TPU - Lens 100% Polycarbonate - Strap 15% Rubber, 85% Nylon
live.lacostelab.com

Pictures Gallery

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