PRESS RELEASE
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LACOSTE OFFICIAL OUTFITTER
OF THE FRENCH NATIONAL OLYMPIC COMMITTEE AND THE FRENCH PARALYMPIC COMMITTEE

The Lacoste brand is proud to be the new partner of the French National Olympic Committee (CNOSF) and, as such, the outfitter for all of the French Olympic team. This collaboration, made official on 1 January 2013, will extend until 31 December 2016. It covers the entire program of Olympic events:
- The Youth Olympic Games, the Mediterranean Games, the World Games and the European Youth Olympic Festival.
- The Olympic and Paralympic Games of SOCHI 2014 and RIO 2016.

Founded in 1933 by tennis player and inventor René Lacoste, Olympic medallist in 1924, the Crocodile brand has always accompanied teams and athletes all around the world.

When he revolutionized sports, René Lacoste also revolutionized fashion: his quest for comfort and freedom of movement made him more competitive without losing an ounce of elegance. With this strong legacy, Lacoste places itself as a legitimate partner of the French Olympic team, with whom it shares values of tenacity, “joie de vivre” and sportsmanship.

The expectations of the French Olympic delegation in matters of clothing and the importance of the athletes’ representative role perfectly suit the brand’s own expectations and know-how. Inspired by the brand’s codes and sports values, the official apparel for SOCHI 2014 embodies French chic and elegance. Each athlete owns a ceremonial outfit, an official outfit and two village outfits.

Lacoste brings style at the very core of the French Olympic team:

"Without style, playing and winning are not enough.”

René Lacoste
About LACOSTE
Celebrating its 80th anniversary in 2013, the LACOSTE brand is symbol of relaxed elegance since 1933. Built on its genuine sporting roots, the brand offers a unique and original universe through a wide range of products for men, women and children. The LACOSTE brand has achieved a wholesale turnover of 1.8 billion Euros in 2012 in retailer sales. In the 114 countries where the brand is present, two LACOSTE products are sold every second through LACOSTE boutiques, corners in department stores and a selective distribution network. For more information, please visit www.lacoste.com.

About the French National Olympic Committee: CNOSF
The national representative of the IOC, the CNOSF’s role is to disseminate the fundamental principles of Olympism and to promote its values in France. Its role is also to represent France at the international level and thus contribute to its sport and Olympic brilliance.
As a representative of the sport movement, The French National Olympic Committee is one of the main speakers for communicating with the public administration, and also serves the member federations.
The French National Olympic Committee is:
- 107 federations and associated members (30 Olympic federations, 47 national sport federations, 14 multisport and “affinity” federations and 5 school and university level federations, 12 associated members)
- 131 decentralised bodies (CROS, CDOS, & CTOS)
- 15 million club members
- 3 million volunteers
- 180,000 clubs

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