



# The crocodile comes to Brach Paris

BRACH

UN STYLE DE VIE

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LACOSTE 

PRESS RELEASE

Lacoste and Brach Paris are offering a unique experience during the French Tennis Open in Paris with a brand new collaboration.

This year, the two brands are joining forces for an immersive experience in which Lacoste's iconic style is blended with the vibrant atmosphere of Brach Paris.

A Brach Paris room has been decked out in Lacoste's signature colours for the period.

Every carefully selected item will reflect the brand's design style and identity, from the bedding to the towels to the décor. An exclusive experience where luxury and elegance meet. This daring collaboration offers total immersion in two worlds that have been merged and will resonate with the rhythm of this unique partnership.

**LACOSTE** 

## LACOSTE AND BRACH PARIS ARE ALSO OPENING THE DOORS OF THE "LACOSTE ROOM" TO OTHER BRANDS, INCLUDING:

**Clarins** will be offering an exclusive kit made from upcycled tennis court canvas, in collaboration with Bilum, along with three essential products for optimum sun protection during the matches: Clarins Sun Care Youth High Protection Face SPF30, Moisturizing Mist and UV Plus Anti-Pollution SPF50.

**A Louis Vuitton Paris City Guide.** Both a trendsetter and an indicator of trends, the Louis Vuitton City Guide presents a subtle blend of the avant-garde, the classic and the landmarks of Paris.

Family-owned **Maison Bollinger** is one of Champagne's most iconic houses, producing incredibly elegant champagnes.

**La Bonne Brosse** introduces a new long-lasting brush made in France, now available in an elegant terracotta colour inspired by clay. It delivers genuine scalp care, and has become an essential part of the hair care routine.

**Combeau Collagen**, a hydrolysed marine collagen with exceptional qualities for improving skin quality, reducing fatigue and boosting hydration.

**SuperNature cereals** offer a range of cereals created by Catherine Kluger, made in France and certified organic, for a healthier diet that's still delicious and enjoyable.

### INFORMATIONS :

The Brach x Lacoste room will be available from 26<sup>th</sup> May to 10<sup>th</sup> June 2024 upon request.

Website [www.brachparis.com](http://www.brachparis.com)

Instagram [@brachparis.com](https://www.instagram.com/brachparis.com)

## ABOUT LACOSTE

Since the creation of its first polo shirt in 1933, Lacoste has drawn on its authentic athletic heritage to inject optimism and elegance into the world through a unique and original approach to life for women, men, and children. Where sport and fashion meet, Lacoste sets us free, creates movement in our lives and gives us the freedom to express ourselves. Lacoste's timeless elegance is captured in every collection, in every line, through a combination of creativity and tradition. Since its inception, the crocodile's appeal has grown with each generation that has worn it, becoming a unifying symbol that transcends style. Passed down from country to country, from generation to generation, from friend to friend, Lacoste pieces are imbued with an emotive connection that elevates them to the status of icons.

The elegance of Lacoste, which is both universal and timeless, unites a large community in which everyone respects and recognises each other's values and differences. Lacoste operates in 98 countries through a network of 1,100 shops. To find out more about Lacoste:

<https://corporate.lacoste.com/fr/accueil/>

Lacoste is one of the inspiring brands in the MF Brands group, run by passionate teams, alongside Aigle, Gant, Tecnifibre and The Kooples (<https://mf-brands.com/fr>)

## ABOUT BRACH PARIS

Brach Paris is located in the heart of Paris' magnificent 16th arrondissement, where Evok has taken a welcoming and sophisticated approach.

It provides visitors with a joyful, authentic, immersive experience, a contemporary interpretation of life in this community. Here, wellbeing, energy and attention to detail are for everyone.

The visionary designer Philippe Starck was given carte blanche over its 7000 m<sup>2</sup> surface area. The result is 1930s-architecture-meets-modernism, Bauhaus, Dada and surrealism, with warm tones and natural, raw materials such as wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, together with its terraces and the rooftop with breathtaking views over Paris' skyline and the Eiffel Tower, Brach offers a privileged, cosmopolitan and truly astonishing setting. Thanks to its pools, Sports Club, bar, restaurant, delicatessen and patisserie, it is a place of culture and wellbeing, a meeting place that can be enjoyed from morning till night. Intimate yet welcoming to all, Brach is a combination of contrasts and contradictions that are complementary, not clashing.

A vibrant, authentic, unique patchwork.

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