



CROCODILE

DO YOU SPEAK LACOSTE?

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BRACH

UN STYLE DE VIE



LACOSTE 

APRIL 22nd - MAY 13th 2024

PRESS RELEASE

CROCODILE

To mark its tenth anniversary, Evok Collection is celebrating a decade of close connections and memorable encounters, a shared adventure of human relationships and mutual success. An exceptional programme of events in 2024 reflects the spirit of the Group.

LACOSTE AND BRACH PARIS

are delighted to announce their renewed partnership, with the launch of a new exclusive pop-up: "**Do you speak Lacoste?**". This collaboration shines a spotlight on a heritage collection by the iconic brand Lacoste, which is much more than just a fashion brand.

**A collection to discover
from 22nd April to 13th May 2024 at Brach Paris.**

#DoYouSpeakLacoste
#BrachparisxLacoste

This heritage collection showcases Lacoste's rich and diverse heritage, capturing the timeless spirit and casual elegance for which the brand has been renowned for decades.



About Do you Speak Lacoste?

Inventions, cult statements... Lacoste is much more than a brand: it's a world that can be explored and talked about. Polo shirts, T-shirts, sweatshirts, accessories... the crocodile tells the story of its own culture in a capsule collection. Put it on.

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>).

LACOSTE 

ABOUT BRACH

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 m² 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.

EVOK COLLECTION PRESS COORDINATION

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