

# SWEAT & MATCH

BRACH

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LACOSTE



PRESS RELEASE

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The greatest encounters are not foretold, they are made. Naturally. It's as clear as day. This collaboration is a declaration.

Brach and Lacoste have been pursuing a discreet but significant relationship for several years. A crocodile on the shoulders, an attitude, a sense of belonging. The teams in Paris and Madrid are already wearing it. A uniform that is not a uniform, a signature that does not draw attention to itself, but which is distinctive.

So, why not go further? Why not create a piece that embodies this connection, this common language?



Introducing the **Brach x Lacoste** sweatshirt. Unisex, monochrome.



A man and a woman are shown from the chest up, wearing matching bright orange crewneck sweatshirts. The man is on the left, looking down and slightly to the right. The woman is on the right, seen from the back and side, looking down. Her long, wavy brown hair is visible. The background is a solid, warm-toned wall. The overall mood is intimate and cozy.

A sweatshirt like a place,  
where you feel good, where you  
always return. A garment that's  
not attention-seeking but is  
eye-catching. A style to suit  
everyone, a fabric that hangs just  
right, an effortless look.

The crocodile has changed too. It's become a real passion for him, he's embraced the Brach universe and become a symbol of this union. The art of blending into a room, without losing presence.

Where elegance is hidden in the essence of things and not in appearances; an elegance that can't be explained but can be felt.

A clever design, carefully selected materials, a limited edition that only a few people in the know will be able to acquire.

**Only available during the  
pop-up at Brach Paris.  
May 2025**

**Also, at Brach Madrid  
and online at the e-shop  
[evokcollection.com](https://evokcollection.com).**

**Price: €180 in a limited edition**

## ABOUT BRACH

Brach is not just a place; it's a journey where luxury is reinvented. A new kind of exclusive luxury with a soul of its own. It's an invitation to enjoy a unique experience, where history and modernity intertwine. Here, every moment vibrates to the rhythm of infinite, benevolent and captivating creativity. A luxury that is not just about outward splendour, but one that influences people and brings them together, and from which it is difficult to detach oneself.

Since 2018, Brach Paris, in the prestigious 16th arrondissement, has embodied this rare alchemy between timeless heritage and bold creativity. It is a vibrant place, where every corner tells a story, and where the unique atmosphere makes this a place where you can happily lose yourself, just as if you had always belonged here. With 59 rooms and suites, a rooftop overlooking Paris and the Eiffel Tower, the Sports Club, the Restaurant and the Patisserie, Brach has become a veritable crossroads for culture, well-being and exclusive encounters. Intimacy and openness are harmoniously combined, with every detail carefully designed to surprise, inspire and reveal timeless luxury.

In 2024, Brach opened in Madrid, in the vibrant heart of the Gran Via. Here, the same creative spirit that inspired Philippe Starck can be found in the 57 rooms and suites, the Restaurant, La Capsule – a place for self-transformation – and the suspended terrace on the seventh floor. A rare affection for the imagination is reflected in each space, as well as a tribute to the memories of places and lives. In 2027, the same visionary spirit will see Rome take its turn to host this unique journey.

Brach, a living, inspiring and magnetic luxury that brings people together and awakens the senses.

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