



Lacoste

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Lacoste

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Since the birth of the iconic alligator—the world's first clothing logo and the symbol of its French tennis-great namesake—in 1933, Lacoste has been nearly synonymous with sport. When champion René Lacoste put his favored tennis uniform, a white piqué polo shirt, into production for the mass market, it revolutionized theretofore stiff and starchy athletic attire, ushering in an era of sport styles that were as comfortable and functional as they were chic. It is an aesthetic that continues to guide the brand today, with its expansion into casualwear, footwear, and accessories. In an ingenious marriage of adjective and image, this book presents a full range of words and concepts synonymous with the storied brand: Heritage. Well-being. Cotton. Quality. Air. Lightness. Joie de vivre. Iconic. It is an encyclopedia of casually elegant style.

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