



TFWA World Asia Pacific preview

Lacoste selects travel retail assortment from Autumn Winter collection with new gift emphasis

TFWA Asia Pacific sees the introduction of Lacoste's Autumn Winter 2010 collection, a varied selection of themes which focuses on black and white with splashes of colour; American preppy looks; strong, dramatic graphics; innovative use of the famous crocodile logo; and – as always – a dominant sportswear theme with the Polo at its heart.

From the collection, Lacoste selects ranges with particular relevance and suitability for travel retail. This year sees the introduction of more textile accessories, such as gloves, scarves and hats in new window gift boxes, including brand new men's genuine leather black gloves. These will be shown – along with the company's new merchandising and sales tools – in a retail environment on stand H19.

Essentials From the Essentials range, Lacoste is introducing a new semi-fancy version of the men's garment-dyed Polo with striped collar and cuff ribbing with a 4.5cm tone on tone crocodile. Discreet branding and striking colours, make this the perfect polo to accompany jeans and chinos for the ultimate fashion look.

Sportswear. The heart of each Lacoste collection, the Sportswear line attracts consumers year after year. For travel retail, Lacoste has chosen Atlantique as the main theme of its collection and is highlighting a gorgeously soft scarf, gloves and hat set for women.

In plain or striped colourways, combining a luxury blend of angora and cashmere, these are a must-have addition for the winter wardrobe, adding a splash of colour to any feminine outfit. For women and men there is additionally a classic, indispensable unisex scarf for everyday wear. Blended in wool and cashmere for softness, warmth and lightness, the scarf is presented in an attractive new window box making it an ideal, elegant gift.

CLUB. For Autumn/Winter, Lacoste's more luxurious Club collection introduces the Madison look for men and women. Based on two colour combinations: cool greys and blues or warm browns and reds, both emphasise the spirit of winter warmth.

Sport. A major focus of Autumn Winter, Sport includes Golf, Tennis and Active themes for men and women. For travel retail the highlighted theme is Team Lacoste – a sophisticated look for men mixing stripes with solid colours, strong logos on the shoulders, and ribbing on the Polos and outerwear.

LACOSTE RED! This line is proving highly successful, appealing to teenagers/early 20s. For travel retail, Lacoste will offer Ride Park which focuses on strong primary colours and a fun pop aspect with stripes that look hand drawn and the famous crocodile reworked into tshirt designs. This includes a travel retail highlight white polo t-shirt for men and children with colourful striping to the sleeves and collar. For a fun element, an oversize crocodile motif is designed to look hand-drawn and coloured.

Children. The children's collection was introduced for Spring Summer 10 in Travel Retail, targeted at 2-16 years old. Autumn Winter takes the look to the next stage with fabulous new themes. Plaid shirts, denim skirts, nylon windbreakers all feature here, with animations such as hand drawn crocodiles for an authentic look. The children's line represents an opportunity for parents to offer gifts to their children.

Travel retail remains an important focus for Lacoste and the company continues to invest specifically in the sector, with Asia an integral part of that strategy. Says International Travel Retail Director Catherine Bonelli: 'We now have 160 travel retail points of sale, of which 40 are in Asia. We opened nine new locations in Asia last year, including Hong Kong T1 and T2; Guangzhou, Heihe, Manzhouli, Shenzhen and Xiamen Airports in China; Haneda in Japan; and at Changi, Singapore, so it's a significant focus for Lacoste.'

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