



# LACOSTE



Lacoste Fall 2017

Fashion has become a very active manner in our daily life lately. “The Big 4” also known as the “The Fashion Week”, is a fashion industrial event located in Paris, London, Milan and New York; where fashion designers, brands and houses present their latest collections in runway shows to buyers to the media and to the general-public. The New York Fashion Week, it is one of four major fashion weeks in the world which is a semi-annual series of events, generally lasting 7-9 days. These events influence trends for the current and upcoming seasons.



Lacoste Fall 2017

# BEFORE

Lacoste's consumers are the Upper Middle Class sportsmen and fashion conscious people who want to look sporty, trendy with an expensive brand name.



## Target Audience

Clients are usually between the age gap of 16-50 years old. The brand also has a kids collection ages 0-12. Lacoste's biggest market is ages 18-35 years olds. 57% of the male population buys from Lacoste and 43% females. The target audiences occupation is mostly for business purposes and corporate events. Generation X and Y are the segments that acquires Lacoste merchandise.

Lacoste is mainly worn by people from ages 19 to 30 because this is the age range that plays tennis, tennis being this the way the brand found its first inspirations. A lot of their product is designed to please this age range. They also target people of higher socio-economic class who are willing to spend a little more money. Recently they've decided to lower their target audience to 16-25 year olds.

## Visual Brand Identity

Boston is where Rene Lacoste was given the nickname "The crocodile" back in 1923, on a stroll through its streets with his team captain Pierre Gillou, he passed by a leather goods store and bet a crocodile-skin suitcase that he would win his match that afternoon. It turned out that Lacoste lost the game, but George Carens, THE Boston Post journalist covering the match, heard about the wager and referred to the French player as "the alligator" in his sport. The nickname stuck and led to Lacoste asking his friend, the fashion designer Robert George, to embroider a crocodile onto his white blazer, which he would proudly wear every time he walked onto the tennis court before a match.



French player as "the alligator" in his



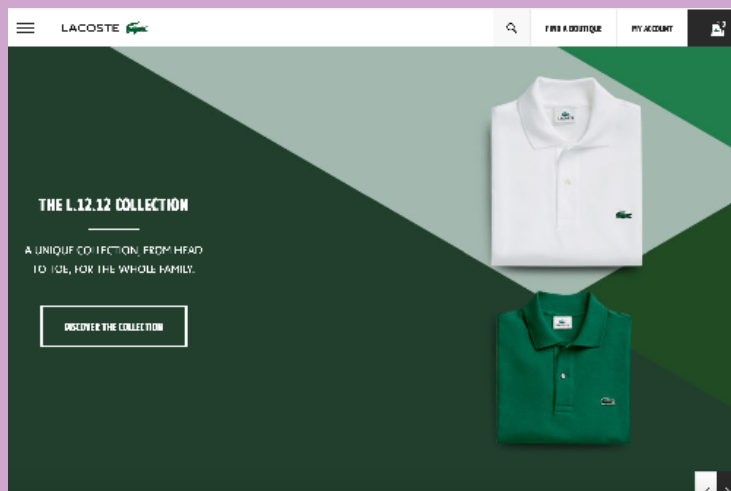
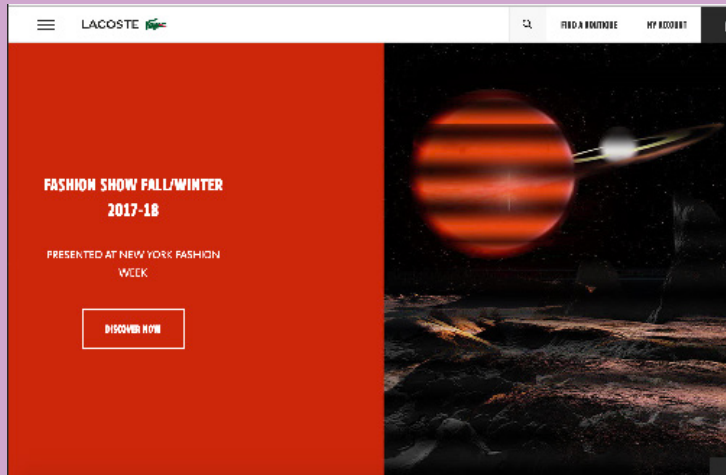
Lacoste Fall 2017





## Website

The website contains their newest L.12.12 collection, you can also discover a sneak peak of the fashion show and a valentine's day gift guide. It has a section where you can go into, the men's section, woman's, kids, shoes, accessories, the sale section and the polo section. On the bottom part of their website, you can sign up to receive our exclusive offers. You can learn all about Lacoste and their foundation at the end of their website. It gives you information about Lacoste's customer's service and their terms and conditions. They also offer the different methods of payment during the checkout. At the bottom of their official webpage, they have the icons of every social media platform they have which leads you directly to their account.



## Offline Communications



## Social Media Platforms

### Facebook

The Lacoste homepage is very clean, their color scheme is very much in the browns and neutrals like their latest collection. They are focused a lot around sports like Tennis and Golf. They also like to promote their jewelry line, fragrances and accessories. Five days before the fashion show they started promoting the show with countdown videos and sneak peaks of the collection.

### Instagram

It's basically the same layout as their Facebook, they chose a lot of the same pictures and videos to advertise. On Instagram as well they chose to promote the event five days before the show.

### Twitter

On twitter we find the same information than the other social medias. Same pictures and videos to advertise the show. The layout is also the same, very clean, color scheme touching browns and neutrals.

### Google +








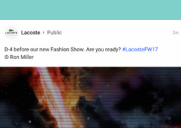
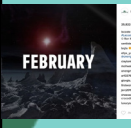

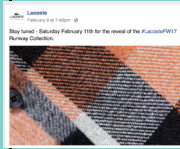

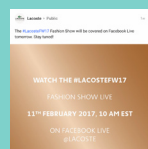
With 2 million followers Lacoste's Google + account is very similar as their other social media platforms. Having a countdown videos until the show, showing sneak peaks of the collection being presented and advertising their live event that will be happening during the show on their other social media, Facebook.



# DURING

## Website










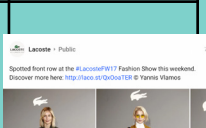
The Lacoste website featured a banner promoting the fashion show event Including the season, theme and colour scheme related to their newest collection. Once we click on the banner we are brought to a video of the fashion show displaying the new collection as well a paragraph describing the inspiration for their Fall/Winter 2017-2018 show. The website is a good reflection of their new collection without disrupting the look of the authentic Lacoste.

				
Day 1	 Lacoste posted a countdown video which gives off hints about the vibe of the collection	 They chose to upload this same video to each of their social medias	 The video promotes the show by reminding viewers of the date and theme of the new collection	
Day 2	 Once again they uploaded a countdown video	X	X	X
Day 3	 They uploaded a picture of their logo displaying some of the colors that would be used in the collection	 They uploaded a short video displaying the swatches and textiles that would be used in the collection	 They chose to upload the countdown video again showing the same details	 They uploaded a picture with the details of the event such as time/ date

## Social media platforms

Lacoste decided to promote the launch of their new collection by posting photos of the terrestrial runway they had set up which helped viewers get a feel for the aesthetic and theme of the collection. As well as sharing links to watch the runway the same day of the show. They also selected their key looks from the collection and posting photos and videos of models wearing them both on the runway and backstage.

On Instagram, they posted several videos where they would interview the models backstage the day of the show, asking them fun questions. As well as videos where the designer, Felipe Oliviera Baptista, is interviewed about the inspiration for the collection.

				
Day 4	 They uploaded the countdown video again Displaying the same hints of inspiration for the upcoming collection	 They also uploaded this to their Facebook page to boost the amount of viewers they will reach	X	X
Day 5	 They uploaded a video of the runway being set up which allowed viewers to see what the theme of the collection is and what to expect for the collection	 They uploaded they're favorite backstage looks worn by models	 They uploaded a picture of the runway to their twitter allowing the viewers to take in the same details as posted on Instagram	 They posted images of celebrities who were seen in the front row of the show



## Public Relations

Lacoste chose to take a traditional approach on the promotion of their new collection. They didn't do anything too out of the ordinary regarding their social media or publicity stunt related. Many magazines including Vogue, i-D, WWD and Business of fashion, covered the event, many spoke about the homage it payed to space travel and grunge history. The event was a success and a refreshing extension of the authentic Lacoste brand. At the fashion show event, they invited a few bloggers and celebrities to view Lacoste's new collection, afterward's asked them a few random questions for example "Solar or Lunar", "What would be the first thing you would bring to space?". They featured videos of these bloggers and celebrities answering these questions on their social media to bring their fan base to Lacoste's social media consequently generating traffic on their page and furthermore more people see their new collection because they featured quite a few videos and pictures of the fashion show event on their social media. The bloggers and celebrities featured were, Irene Kim, Miss Universe, Maria Helena Bordon Meireless, Sofia Sanchez de Betak, Aimee Song, Valentina Ferragni all of which have hundreds of thousands of followers or even a few million on their social media.

The strategies they are using to reach their viewers is through their social media applications, which they have found a lot of success doing, in this day and age of technology.

## Press Reviews Articles

**NEW YORK, United States** — If Lacoste's soundtrack of Middle Eastern pop was **Felipe Oliveira Baptista's** oblique comment on travel bans, his other political statement was even more subtle. The here and now is a challenge to anyone's positivity — call it Present Shock — so Baptista opted for an idea that has, for him, always stood for ultimate optimism: a sci-fi future where heroic astronauts fearlessly probed the depths of space.

No surprise that Baptista's favorite research moment for his new collection was a trip to the Museum of Cosmonautics in Moscow. And he set his show on Mars — or at least, a meteorite-strewn simulacrum of another planet.

All of which sounds an aeon away from the tennis-court origins of the Lacoste brand. Except that Baptista discovered that Rene Lacoste himself ended up investing in the aerospace industry when his sporting days were done. So his contemporary iterations of an astronaut's jumpsuit were actually in tune with the Lacoste legacy. Sort of.

This was definitely a collection where Baptista flexed his design muscles in service of something more personal than brand heritage. In the past, he has managed a masterful balance between fashion flourish and pure sportswear functionality. Here, that balance tipped. Stuff looked tricky, reversing, inverting. Proportions were as peculiar as the colour palette.

Alongside his space-age subtext, Baptista explored grunge and streetwear from the 90s, his ideas of modern classics. In a weird way, that made sense. In the cold wastes of space, wouldn't big, schlubby clothes, lumberjack shirts and



of founder René Lacoste, who joined the aircraft industry following his tennis career and eventually founded the company Air Equipment, which led to the development of the Concorde and Airbus programs in France. "My dad was a pilot himself, so I have always been obsessed with planes and sci-fi," Baptista said backstage, noting the collection's mix of aerospace references. "I like this idea of looking ahead as well, especially in these times. It's good to try to push things forward."

With the exception of a couple of looks featuring iridescent galactic prints, Baptista tread gently on his space motifs, working Nineties street and grunge vibes through his women's looks. In the latter category, he rendered buffalo plaid into a pair of dresses — one featuring sleeves wrapped around the waist, a trademark grunge look — and an oversize mohair cardigan worn with a leather miniskirt. He also mixed classic and technical fabrics, as in the black-leather trench accented with colorful patches of nylon that opened the show or the patchwork leather flight suit that followed.

For men, Baptista offered a tight lineup with the same streetwear references that continue to pervade men's wear. The models wore baggy trousers with cargo pockets, color-blocked track jackets and anoraks and monochromatic flight suits

With baggy trousers, layering elements, and oversized shapes in mind, Baptista simultaneously recalled the grunge aesthetic of his teen years. Though nihilism is so closely associated with a sort of 70s imagination, Baptista shifted his focus to the 90s as a broader gesture of memory. "I was looking at all of my clothes from the archives, but also thinking about my own life, like, 'remember we used to wear that?' I started thinking about Kurt Cobain, how he was a punk when I was a teenager. Now, he's a timeless, iconic figure. So it's interesting to look at what became timeless and iconic about the 90s and pay homage to that." Cobain's shaggy sweaters and lumberjack shirts were updated for the new age. The presence of natural fabrics like wool and leather made sure the collection didn't feel too far from home.



# AFTER

## Media Coverage

The press reviews for Lacoste's Fall 2017 Ready-to-Wear fashion at NYFW were mostly positive, "The perfect blend of imagination, fantasy, and high technology", said Emily Manning from I-D magazine. Lacoste's shows was entirely inspired by space, even the runway was littered with moon rocks and boulders. Striking is what the public said when one model shimmered in an oversized metallic bronze parka was riffing on an astronaut's suit. People were saying that this collection was very different than the original tennis-court origins of the Lacoste brand.

Comparing his old collection to this one the, in the past he managed to balance between fashion flourish and strictly sportswear utility. His latest collection presented at this NYFW "that balance was tipped" says Tim Blanks, the writer of this BOF article. "Stuff looked tricky, reversing, inverting. Proportions were peculiar as the color palette." Alongside the "space" part of his collection Baptista also explored grunge, streetwear from the 90s. "In a weird way that made sense" said Tim Blanks. The grunge, streetwear part of his collection was mostly oversized clothing, flannels and fuzzy sweaters which would "make you feel cozy and earthbound in space" said Tim Blanks. But the question is, was this appropriate for Lacoste? Did it work?



Lacoste Fall 2017



---

JESSICA BARTEVIAN  
MIA DE KONINCK  
MEGAN GRIBBIN  
GIANNI PETROZZA





# LACOSTE

In conclusion, Lacoste is a brand with a large fan base and a proactive media team. They chose to promote the launch of their newest collection on Twitter, Facebook, Instagram and Google Plus, 4 of their 8 social media apps. They found the most success promoting the event/collection on Instagram since they got an overwhelming amount of likes and comments on this social media app. Instagram allowed them to get the largest amount of visibility although both Facebook and Twitter were successful as well. They chose to mainly promote their event by posting a video displaying a countdown and the details of the event, allowing viewers to stay on top of the collection release quickly approaching. The countdown video was a good hint as to what the color scheme and inspiration for the collection was going to be. They also chose to upload a photo of the runway a day before the show displaying the extra-terrestrial theme they had chosen.



Lacoste Fall  
2017

Lacoste Fall 2017

