

LACOSTE L!VE

Spring

Summer

2016



This summer, the whole world will celebrate the XXXI° modern Olympics in Rio where a parade of champions' get-ups will be rolled out and tested. For this collection, headbands, tracksuits, dresses and technical uniforms have been designed to take over the winners' podium. Let's go through a quick Olympic refresher course to get you back into the game.

The Olympics find their roots in ancient Greece and its mythology. The first ancient Olympic games ever recorded occurred in 776 BC and mainly consisted of races put together to honour Zeus and assure peace between the different state-cities. Anyone who tries to recall the emblematic figure of the Olympic champion would think of a nude athletic man crowned with a deep green wreath of olive leaves. Well, time has passed and sportswear has changed. This summer, a different champion crown makes its come back: the headband.

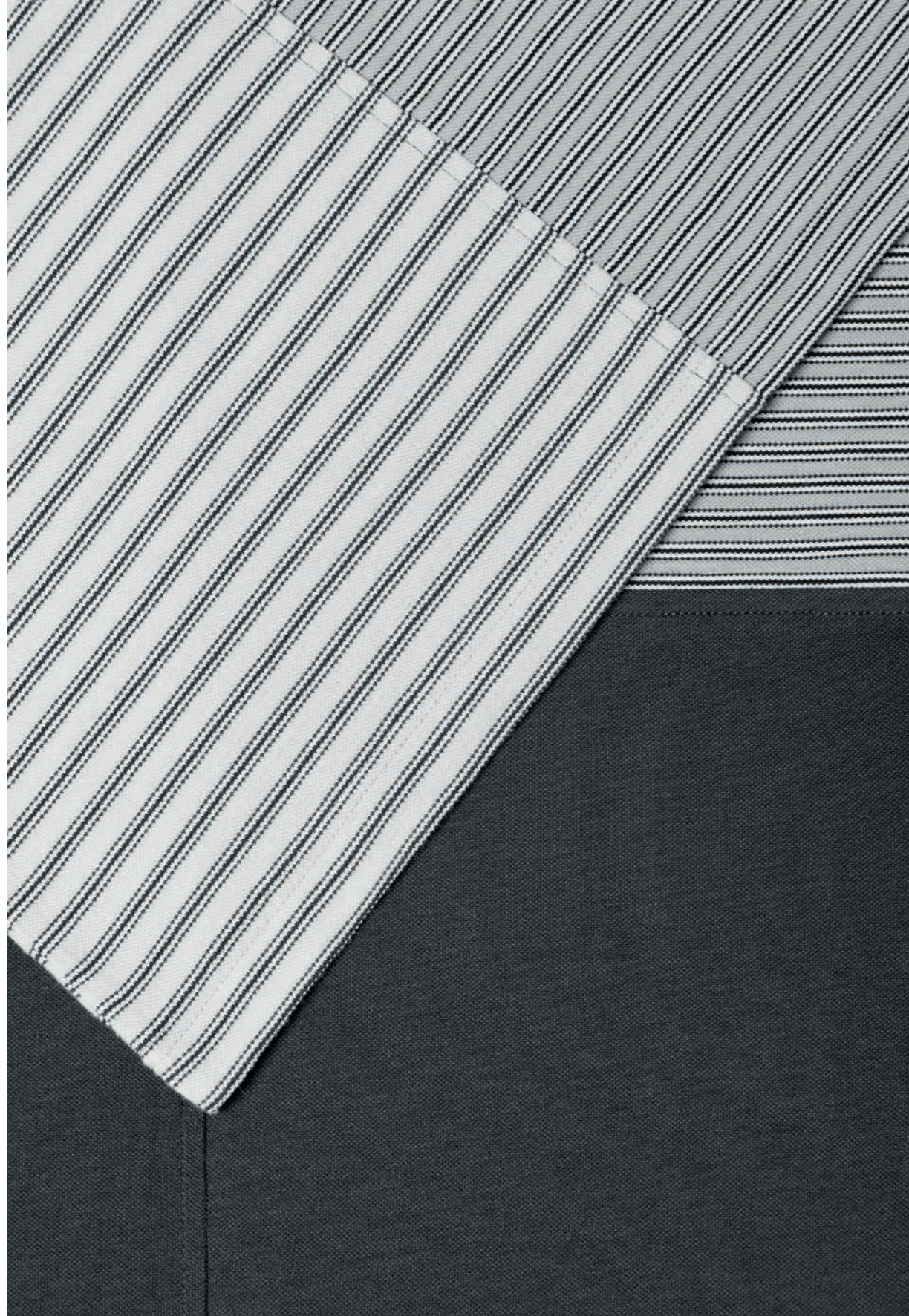
The iconic elements of the sports wardrobe and the different classics it comprises are this season's references. Tracksuits and headbands are its ruling essentials while girly sporty dresses and team spirited uniforms recall the turning points of sportswear history. Boys and girls will light the flame together

and share the same pedestal as glorious unisex team has been selected to defend the colours of the cherished crocodile.

Sea lovers, be serene, this summer's collection won't leave any champion on the substitutes' bench as a whole nautical inspired wardrobe was also conceived, not to miss a second of the games – may they happen on land or sea. Piqué mesh, nets, stripes and large zips are the technical elements to sail with ease on this summer's wave. The famous sailor stripe is revisited and distorted to reinvent the codes. As a classic or twisted and multiplied onto a sweatshirt or dress, the homemade stripe undoes and reinterprets the codes of the ship's boy uniform.

This athletic and nautical wardrobe gets in tune with the fundamental heritage of Lacoste LIVE and revisits some of its most illustrious moments in its long history – from the courts to the open sea.

Tracking the tracksuit



Although the Olympics have been the backdrop of many athletes' victories, achievements and emotions, it was also a setting for many sportswear evolutions. The big classics of the sports' wardrobe could be considered a reflection on society at large as they all came as the by-products of social evolutions, moral shifts and fashion revolutions.



Sportswear is a mirror on sports' history but also on fashion, society and genders. It marks the introduction of ingenuity within fashion design and the establishment of a new set of dress codes letting ease and comfort supplant tradition. It also participated to the liberation of women in sport and their general emancipation. From the female tennis players' ankle-long dresses to Jane Fonda's crazy outfits, the fight has been long and the tracksuit probably represents one of its greatest victories.

For a long time, women and sport did not make a good pair and anyone who tries to dig into ancient women sportswear is in for a shock. Try and imagine a tennis court beaten by a raging sun. Now, add to your vision some heavy ankle-long pleated dresses with long sleeves and high-necks of course. Hard to imagine how women went from such uniforms to mini polyester skirts. The evolution of sportswear not only liberated women from such an armour, it also freed them from a whole set of social taboos and restrictions.

Bored of religiously respecting the imposed dress codes on the courts – and also probably tired of carrying a ton of fabric during each movement –

some women made the bold step of tearing up the rulebook. In 1925 – much like René Lacoste who transformed his stiff shirt into a chemisette by cutting the sleeves – French female tennis player Suzanne Lenglen shocked everyone when she showed up at Wimbledon wearing a “short” knee-long skirt. She actually laid the first stone of the cute and adored short tennis skirts and dresses – for the greater enjoyment of contemporary female tennis players.

Women feeling at ease in sports became more and more acceptable. This new step towards appearance equality in sports uniforms was completed with the advent of the great and famous genderless tracksuit. First created to keep athletes warm between two races, the tracksuit became a team uniforms for both female and male athletes. They gained popularity during the 60's and left the sports courts to hit the high streets in the 1970's and early 1980's.

The new adoration for tracksuits not only resulted from a fashion evolution but also displayed the evolution of society itself. The purpose of sportswear design was to answer to a new need for easiness and comfort. With the rise of leisure society, the tracksuit left the running

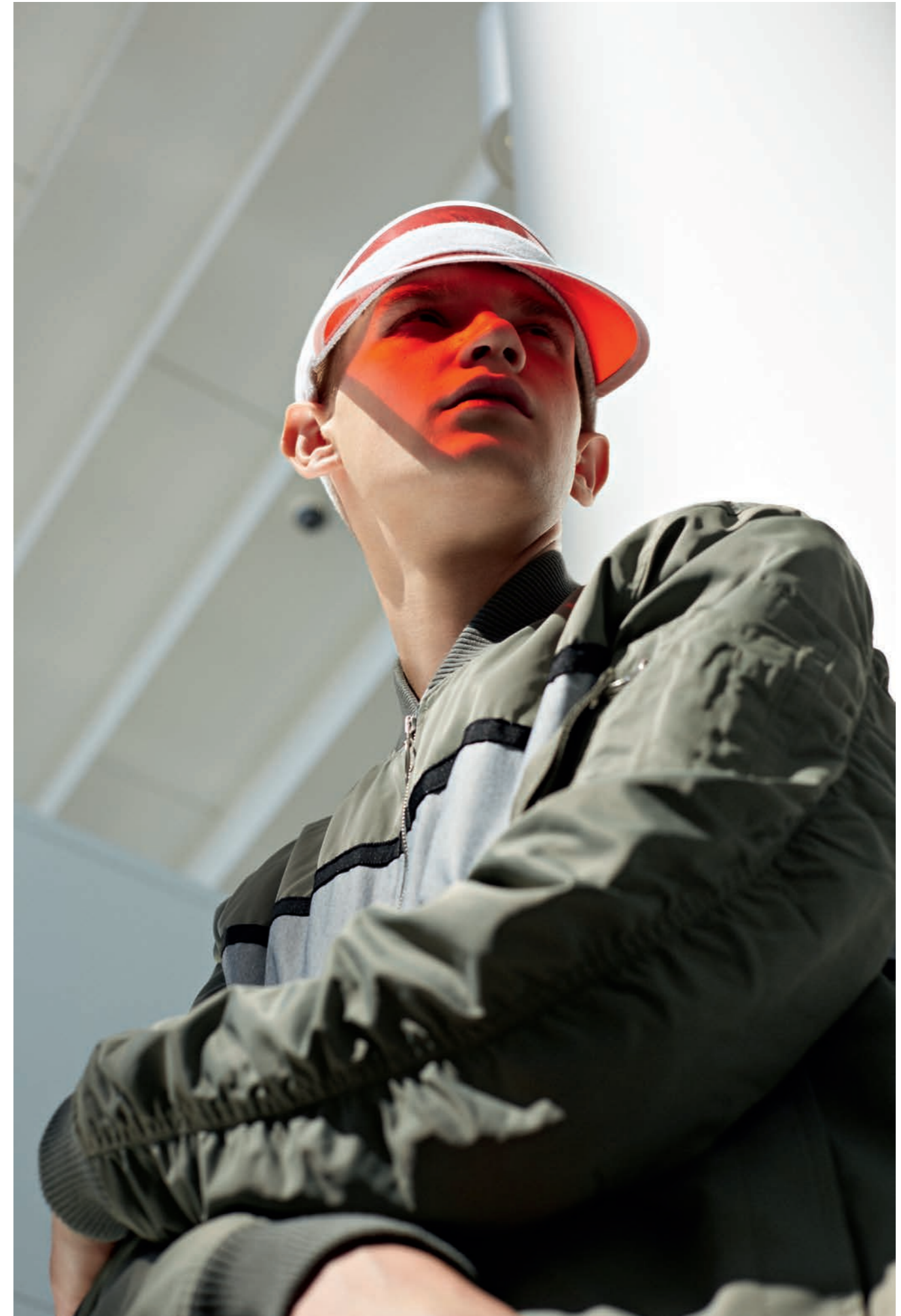
tracks to enter people's quotidian and became synonymous with modernity and healthy living. In 1974, when Cathy Lee Crosby played Wonder Woman in a dress version of a tracksuit or with the first movies featuring Bruce Lee, that was it – the tracksuit had entered the wardrobe of every liberated modern woman and homemade wannabe sport hero.

Worn with a headband while working out or as a simple everyday outfit, it became part of the great fashion revolution of the 70's. It then went through a new phase and evolved into the famous shell suit with the popularization of fitness. Usually worn in crazy colored combos, it also integrated the hip-hoper and break-dancer panoply.

Today it makes a strong comeback and recalls the great moments of sportswear and the social shifts it witnessed.



Top — SF5062 JQ1
Shirt — CF5085 258
Skirt — JF5045 JQ1



Jacket — BH5169 GYQ
Visor — RK4949 6RK



Jacket — BH2390 K0E
Sweatshirt — SH5121
Shirt — CH5327 3G0
T-shirt — TH5146 SBH
Trousers — HH7046 SKP

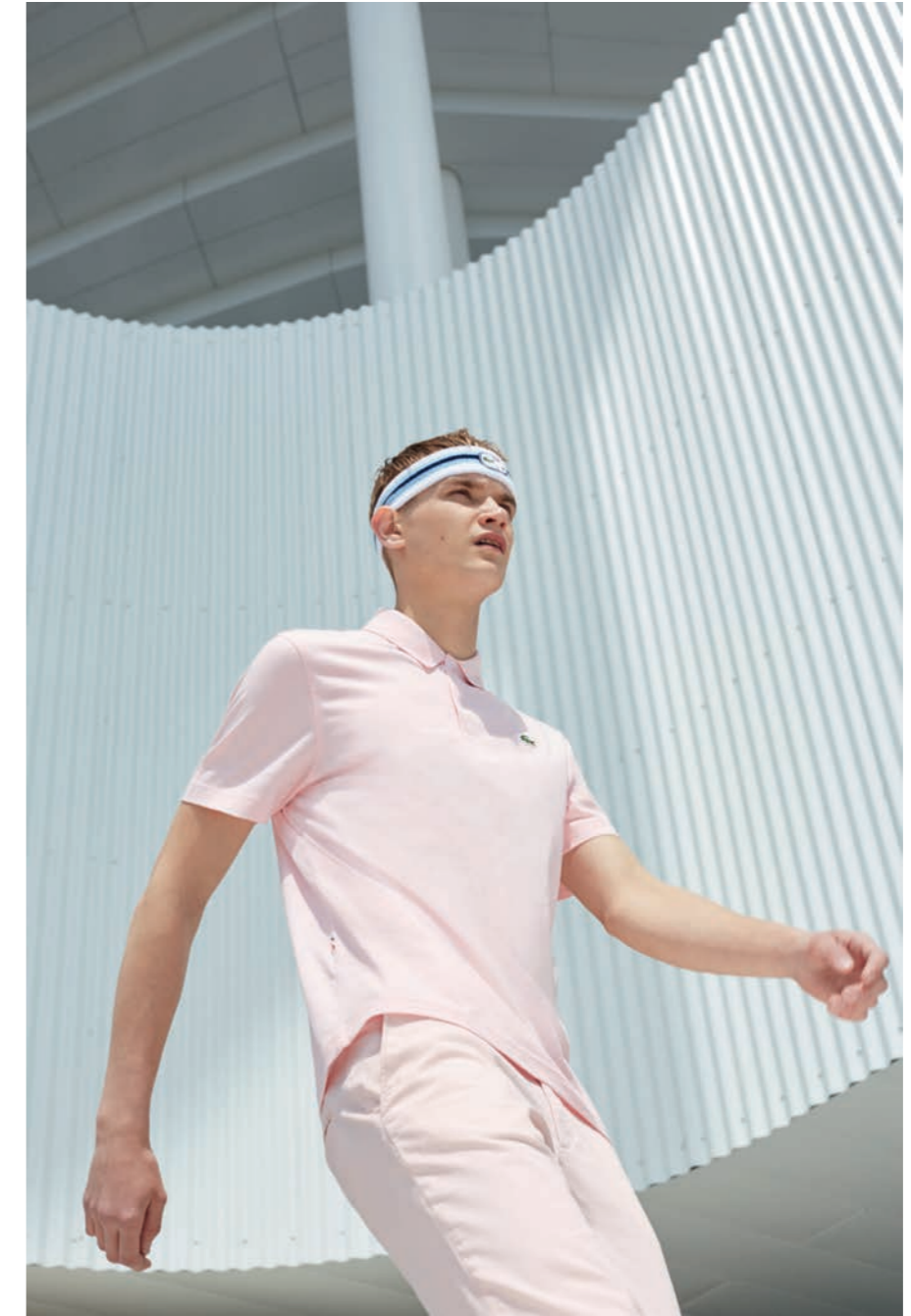
Sweatshirt — SH5103 4LC
Polo — DH5371 SKP
Trousers — HH6553 YX7
Glasses — L172s 466

Jacket — BF4961 JX4
Sweatshirt — SH5103 4LC
Shirt — CF5086 JY6
Trousers — HF5083 4LC
Headband — RL5183 JP3

Jacket — BF4969 4LC
Dress — EF5398 CN8



Jacket — BF4970 F8K
Dress — EF5385 F8K
Shirt — CF5091 JW8



Polo — PH8602 JWV
Trousers — HH7046 HOU
Headband — RL5183 JP3



Top — DF5402 001
Trousers — HF7817 001
Visor — RK4949 6RK



Jacket — BH5144 GF8
T Shirt — TF5074 AJ0
Skirt — JF5052 001

Sweater — AH5098 166
Sweatshirt — SH5134 CSV
Polo — PH5175 525
Trousers — HH7048 001



Dress — EF5393 AJ0

Dress — EF5393 AJ0
Top — QF5079 G0G
Shirt — CF5091 JW8



Jacket — BH2390 K08
Shirt — CH5354 JY6



Shirt — CF5086 QRN
Headband — RL5183 JP3



Dress — EF5397 258
Bag — NF1584YL

Dress — EF5397 CET
Bag — NF1584YL
Glasses — L172s 424



Shirt — CF6220 800
Dress — EF5384 5VN
Headband — RL5183 JP3

Sweater — AF5056 JQ6
Shorts — GF5043 AU8



Jacket — BH7997 HT9
Shirt — CH5190 311
Hat — RK4959 AP5



Shirt — CH5260 JW8
Polo — PH5364 JW8
Jeans — HH7048 AP5



Sweater — AH5099 P21
T-shirt — TH5160 JW8
Glasses — L172s 466

Polo — DF5401 JB1
Glasses — L172s 424



Sweatshirt — SH5137 4LC
Polo — PH5372 JQJ
Trousers — HH6553 YX7



Jacket — BH5143 AU8
Shirt — CF5086 JY6
Trousers — HF5081 AU8



Jacket — BH5144 G50
Bag — NH1441LP



Shirt — CH5218 166
Bermudas — FH6382 166
Shoes — DASH 116 G NAVY
Socks — RA4942 JP3

Jacket — BH5144 G50
Trousers — HH7294 JB1
Shoes — TRAJET 116 C WHITE



Sweater — AH5096 5SX
Sweatshirt — SH5134 6RK
Bermudas — FH6381 5SX



Sweater — AF5051 1QV
Skirt — JF5052 001
Visor — RK4949 6RK

T-shirt — TH5370 JY6
Bermudas — FH6377 AU8







Jacket — BH5173 GGY
Bermudas — FH6383 423
Polo — PH5178 JQD



Jacket — BH5361 JX4
Sweater — AH5097 525
Trousers — HH7292 QL5
Headband — RL5183 JP3





Ballad of the salt sea



From the sailor uniform and the figure of the adventurous and cryptic dandy Corto Maltese or the tattooed seaman to its feminine version of the Roaring Twenties, the striped jersey top has always fed a whole fantasy treading the line between social classes and genders.



The striped cloth comes from way back, far in the open sea. Before becoming the obligatory sailor uniform, it first adorned other types of population and was long-time seen as the apparel of the villain. In Middle Age, stripes were reserved to the pariahs and social outcasts, from thieves to prisoners and buffoons. From the sinners to the fishers, there was only a short step.

The striped jersey became *de rigueur* in the French navy in 1858 through a decree, which obliged every crewmember at the bottom of the French navy hierarchy to wear the striped jersey underneath a reefer coat and - to perfect the ensemble - a pompon beret. Military discipline oblige, the striped jersey stayed for a long time a very strictly defined piece of clothing: twenty-one stripes on the chest, and fourteen along the sleeves - not one more. The space between the lines had to be regulated and couldn't exceed 20 millimetres - yes sir! Its boat neck and 3/4 sleeves remain the original cut of any self-respecting sailor. This strict uniform continues to fuel imagery built around the figure of the boatman - this mysterious and impenetrable character endlessly cruising on the streams of the open sea.

The striped jersey left the seabed and dropped anchor on the seashores of the Normandie coast in the late 20's when it slowly became an apparel à la mode. In Deauville, Coco Chanel transformed it into an emblematic piece of clothing for the French bourgeoisie who turned the boardwalks into a swagger parade every other holiday. Faithful to her goal of bending rules and habits to liberate women from their squeezing corsets, Coco turned the sailor top into an *avant-gardes'* item. It was also the first masculine piece of clothing to invade the female wardrobe.

With the first paid holiday and the rise of nautical hobbies, the stripe became the banner of a leisure upper class and spread across bath sheets, swimsuits and kids clothing. The striped sailor blouse left the bunker fuel tanks to establish itself as an iconic inshore fashion item and went as far as the Tennis courts. Our dear René Lacoste "did it first" - the stripe was the first decorative print to appear on his famous piqué polo shirt and announced the future nautical heritage of the brand. Little by little, the stripe and, by extension, the striped jersey, became synonymous with chic, elegance and *avant-gardism* while remaining "edgy".

The "made in France" connotation of the jersey top inspired a number of artists and actors like John Wayne, Pablo Picasso or Jean Cocteau who were amongst the first ones to wear the sailor uniform. It is also through Jean Genet's book, "The Querelle of Brest", which emphasizes the figure of the mysterious and puzzling boater, that the sailor blouse affirmed its left-field roots. It soon after fed the tomboy reverie with Brigitte Bardot or later on, gay culture and iconography. So even if the striped shirt long lost its scoundrel attribution it somehow remained the attire of the dandy.

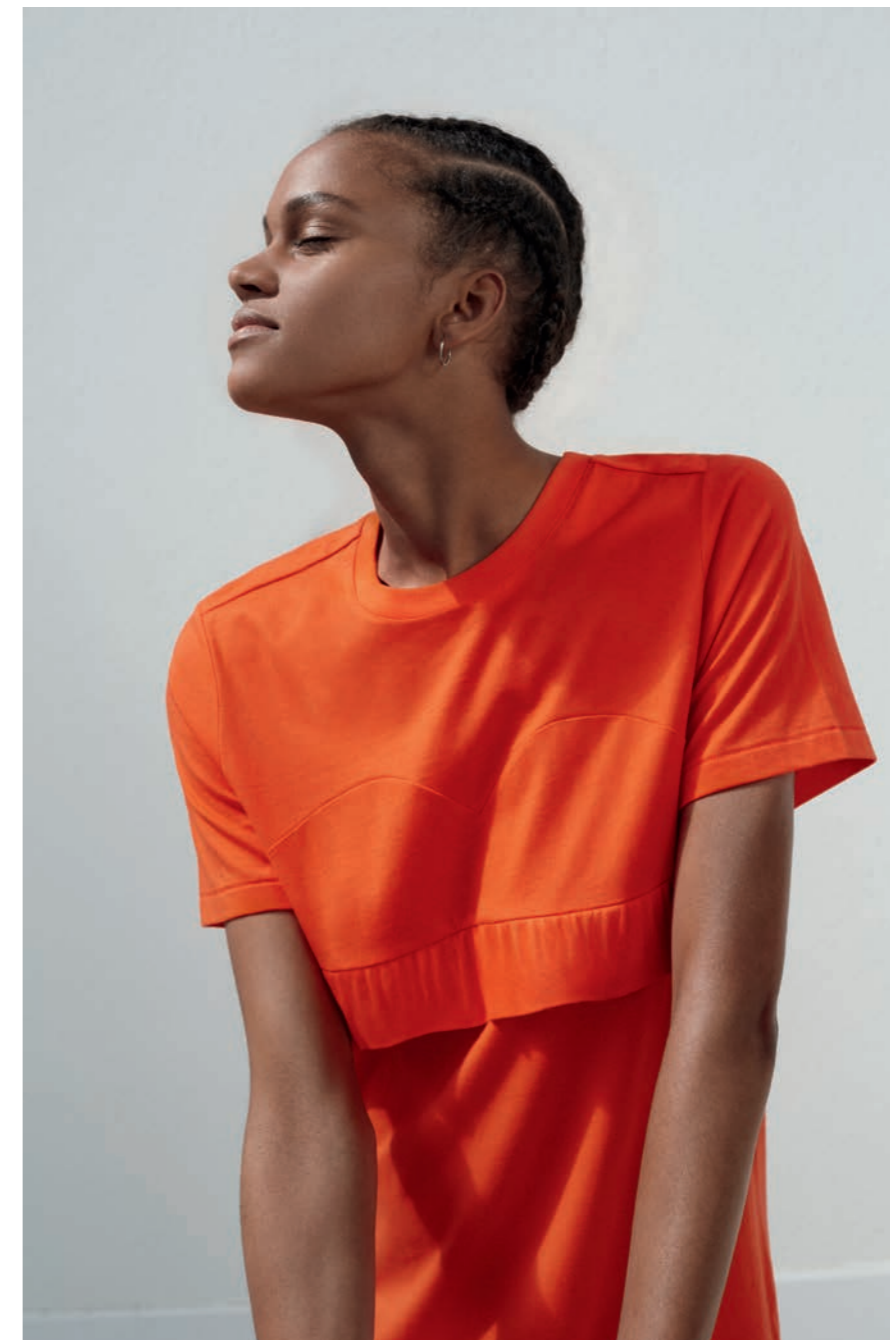
Today the sailor blouse is an unavoidable piece of clothing that travelled through eras and wardrobes. It now does not only belong to the seaman or any style or genre. This transversal item is one of the most important archetypes of the 'French dream' and is incontestably anchored as one of this century's most important classic.





Dress — EF5383 525
Polo — DF5400 JY0

Polo — PH0587 79C
Bermudas — FH6383 YX6
Cap — RK3586 166



Dress — EF7285 5MK



Top — TF5068 JVP



Jacket — BH6537 3S1
Shirt — CH5270 JY0
Bermudas — FH6383 423
Cap — RK3586 166

Jacket — BH5144 G50
T-Shirt — TF5063 79C
Dress — EF5363 79C
Cap — RK3586 166



Jacket — BF4970 001
Top — TF5059 001
Trousers — HF7817 001



Polo — PH6253 CN8
Shirt — CH5218 166
Bermudas — FH6381 001

Sweater — AF5053 522
Dress — EF5391 79C
Hat — RK4959 AP5



Sweater — AH5101 166
Polo — PH0587 79C
Cap — RK3586 166



Sweatshirt — SF5070 Q92
Skirt — JF5052 001
Glasses — L172s 001

Sweatshirt — SH5362 Q92
T-shirt — TH5171 JWB
Bermudas — FH6383 423
Hat — Rk4957 q92





Jumpsuit — GF5044 JGV

Top — QF5076 0D6
Shorts — GF5044 JGV



Jacket — BH2390 K0B
T-shirt — TH5171 JWB
Bermudas — FH6383 423

Coat — BH5361 JY7
Polo — DH5176 JWB
Jeans — HH7048 AP5



Jacket — CH5218 166
Sweater — AH5097 522
Polo — PH0587 79C
Jeans — HH7048 AP5



Jacket — BH5173 GGY
Bermudas — FH6383 423

Jacket — BF4970 001
Polo — PF8890 CN8
Skirt — JF5052 001
Cap — RK3586 166





T-shirt — TH5161 HYJ
Shirt — CH5190 311
Bag — NH1440LP



Sweater — AH5097 525
Trousers — HH7048 001

Jacket — CH5218 166
Sweater — AH5097 522
Polo — PH0587 79C
Jeans — HH7048 AP5





Jacket — BH6537 3S1
Shirt — CH5279 DU9
Trousers — HH7048 001

Polo — DF5400 JY0
Skirt — JF5052 166



Jacket — BH6537 3S1
Shirt — CH5279 DU9
Trousers — HH7048 001



**Creative Direction
& Production :**
Monsieur l'Agent

Art Direction :
III-Studio

Photography :
Osma Harvilahti

Style :
Jean-Paul Paula

Words :
Micha Barban-Dangerfield

