



Lacoste Brings Back Tradition in Style with For Spring Summer 2013

Lacoste revisits its 80 year old archives to create original all-over prints that are inspired by iconic elements of the crocodile brand.

Delicate silhouettes and comfortable luxury rooted in pure whites are the must have for the season. Asymmetrical color blocks in a playful mix of pearly greys, pale yellows and light blues add the sporty edge to jersey basics. Candy stripes in all sizes and shades are the color story for basics at the beach – time for sweet fun in the sun. Felipe Oliveira Baptista plays with soft denim fabrics to create feminine silhouettes.

With a stroke of lightness and humor, Felipe Oliveira Baptista endows the label with original new prints inspired by the brand's iconic elements (tennis balls, rackets and courts, crocodiles) which are arranged along a quasi kinetic pattern, thereby giving the illusion of plain all-over prints. A capsule collection, consisting of 12 women's and men's polo shirts, will display these new prints in various colors.

Relentlessly adding to LACOSTE's graphic identity, Felipe Oliveira Baptista went through the house archives from the 1980s, and discovered flowing lines, comfortable luxury and certain pragmatism which transpired as the creative director's new direction. Introducing graphics within a predominantly light wardrobe for women, the asymmetrical color blocks are subtly worked as intarsia into the jersey dresses.

The collection offers a rich chromatic palette which, rooted in pure white, moves on to assimilate pearly greys, pale yellows and light blues. Contrasts are high, brought on by the navy, red, electric blue and dark orange that are mixed with the lighter tones of the collection.