

Lacoste merges physical and digital in Shanghai show



Lacoste staged an immersive AR experience for guests at its Fall/Winter 21 event in Shanghai

Lacoste celebrated its Fall/Winter 21 brand event in Shanghai on October 20. It is the first time the French sportswear brand has staged a fashion show in China.

Dubbed Lacoste AREna, the event was described as more than a show, as it merged digital and physical experiences, bringing virtual and visual worlds to all the guests on-site.

The venue was full of immersive experiences. The Lacoste village arrived through an AR poster tunnel, where guests could try on clothes through a Magic Mirror at a concept store; customize sneakers and T-shirts with young artists; participate in the digital game zone to connect with the brand's DNA; and relax and enjoy beverages at the cafe.

Augmented reality (AR) was the key to the event, showing that the brand is embracing digitalization and encouraging consumers to explore new adventures.

Among the celebrities who attended the show were Chen Zitong (singer), Casper (rapper), Zhang Ruonan (actress), Zhao Rang (singer), ONER (music group) and Fool and Idiot (music band).

The runway was set up as a tennis court. Before the show hit the court, a grand tennis match came into view, in which Lacoste's emblematic crocodiles turned out to be tennis players swishing racquets.

For the Fall/Winter 21 runway show itself, Creative Director Louise Trotter took inspiration from the brand's archives and updated the looks to remain relevant to today's customer.

The modern Front de Seine fitness center in Paris's 15th district provided a striking backdrop for the collection.

"The impetus of an active lifestyle and the blur of movement between home, work and play forms the basis of an interchangeable system of modern designs, as garments respond to the times with elegance, humor and ease," the brand said.

The sporty tracksuit and twinset were subverted in multiple ways for men and women, while trompe l'oeil shirting, cardigans and jogging pants were cut in cotton pique – the Lacoste polo shirt material – to create subtly matching sports ensembles.

Tailoring reflected the sartorial heritage of the house founder Rene Lacoste, as the smooth enveloping lines of peacoats, varsity jackets, overcoats and trenches were tweaked for today with knit collars and light nylon quilting.

Besides the show collection, Lacoste launched a special See Now Buy Now capsule for Chinese consumers. It included polo, sweatshirt, cardigan and track pants with a special patch design exclusive to the event city of Shanghai.