

Lacoste opens new concept boutique at Haikou Xinhaigang Store



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Lacoste has announced its travel retail presence expansion in Hainan, China, by opening a new boutique at the Haikou Xinhaigang Store, the largest single duty free shop in the world housing over 800 international and domestic brands.

Following the debut of its new travel retail-specific store design concept at Paris Charles de Gaulle Airport, Lacoste has extended this vision to the key market in the APAC region to deliver an unforgettable shopping experience for "croco-loving travelers."

The face of the store takes inspiration from crocodile scute painted in Lacoste's signature green, as well as a wall print that pays homage to the brand's founder, René Lacoste. To optimize the in-store journey, a carefully curated space filled with popular items such as the iconic Lacoste polo shirt, and a Lunar New Year capsule is present to welcome shoppers. With a strong start to the year, the brand expects to see more travel boutiques open in the first quarter of 2024.

Travel retail, often referred to as the "sixth continent," offers a unique opportunity to connect with consumers and highlight the brand all over the world. Lacoste is one of the strongest players in the travel retail industry with more than 150 boutiques worldwide.



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