



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES

LACOSTE 

LACOSTE AND HOTEL DU CAP-EDEN-ROC JOIN FORCES FOR AN EXCLUSIVE CAPSULE COLLECTION

Antibes, April 2024

Lacoste, the iconic French brand of fashion-sport, and the Hôtel du Cap-Eden-Roc, the legendary establishment of the French Riviera, are very proud to announce the launch of their exclusive capsule collection.

This collaboration celebrates the meeting of two Houses united by elegance, French savoir-faire, and their strong connection to tennis. It reflects the unique experience of the Hôtel du Cap-Eden-Roc and the iconic history of its 5 clay tennis courts created in 1923, as well as the tennis codes of the brand with the crocodile emblem inherited from its founder René Lacoste.

The capsule collection embodies both on and off-court styles, translating this lifestyle between tradition and modernity, elegance and conviviality, style and performance. Two lines are to be discovered within the collection:

- «Tennis Performance»: clothing designed for the game, allowing breathability and freedom of movement, akin to Lacoste's Crocodile;
- And an «off-court» wardrobe reflecting the elegance of both Houses.

Among the standout pieces of the capsule collection are a series of iconic polo shirts, a pleated skirt, or even a hooded jacket, all adorned with the logos of the Hôtel du Cap-Eden-Roc and the Crocodile. Accessories such as caps and visors will also be available.

To highlight this capsule collection developed exclusively for the Hôtel du Cap-Eden-Roc, the latter hosted an intimate event on April 23rd, focused on performance, offering a unique experience around French fashion-sport. In the presence of Venus Williams, a key figure in tennis and iconic ambassador of Lacoste.

The collection is available exclusively at the Hôtel Cap-Eden-Roc boutique for a limited time.

ABOUT LACOSTE

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and kids.

At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons.

The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences.

Lacoste is established in 98 countries, throughout a network of 1100 shops. For further information on Lacoste: <https://corporate.lacoste.com/fr/accueil/> Lacoste is one of the inspiring brands driven by passionate people of the MF Brands Group, alongside Aigle, Gant, Tecnofibre and The Kooples (<https://mf-brands.com/>)

ABOUT OETKER COLLECTION

Oetker Collection hotels are true masterpieces located in the world's most desirable destinations. Each property is a landmark and a timeless icon of elegance. With deep devotion to local culture and community, our Hosts of Choice preserve a tradition of legendary European hospitality and genuine family spirit that began in 1872.

The collection includes L'Apogée Courchevel, Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-EdenRoc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough in London, Eden Rock-St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva, Hotel La Palma in Capri, The Vineta Hotel in Palm Beach, and more than 150 private villas around the globe.

Hotel du Cap-Eden-Roc
Boulevard John Fitzgerald Kennedy
CS 10029
06605 ANTIBES CEDEX
www.oetkercollection.com/fr/hotels/hotel-du-cap-eden-roc

OETKER COLLECTION
Masterpiece Hotels

Hotel du Cap-Eden-Roc
Valérie Muller
Regional Head of Communications
valerie.muller@oetkercollection.com
+33 4 92 93 76 04

Hotel du Cap-Eden-Roc
Géraldine Maïale Boukhobza
Regional Communication Coordinator
geraldine.boukhobza@oetkercollection.com
+33 4 92 93 76 20