

LACOSTE



ACTIVE VOCABULARY

- leather goods-изделия из кожи
- *Eyewear-очки*
- Knitted fabric- трикотажная ткань

- **Lacoste** - *French company for the production of clothing, shoes, perfumes, eyewear, watches, and various leather goods.* Founded in 1933, the symbol and logo is an image of a green crocodile.



HISTORY

In 1926, the French tennis player Rene Lacoste, taking part in the US Open in tennis, put on by the competition made his own white polo shirt, which differs from clothes to play tennis at the time - the traditional "urban" shirt with long sleeves.

In 1933, after Rene Lacoste retired from racing, he is co-owner and president of the largest French knitwear company of that time, Andre Lodging, a company founded *La Societe Chemise Lacoste*. The company took up the release of shirts for tennis. In 1951 the company moved away from the traditional white shirts and introduced a new line of colored shirts, which became a success. In 1952, under the slogan «*Lacoste* - a status symbol of the competent sportsman" company started to export its products to the United States.



In 1963, the management of the company was taken over by his son Rene Bernard Lacoste (Bernard Lacoste). Under his leadership, *Lacoste* has reached the level of sales to 300,000 items annually.

In 2005, under the name *Lacoste* in the world has sold nearly 50 million products. The company's designers - Christophe Lemaire (*Christophe Lemaire*).



OWNERS AND MANAGEMENT

- Until the fall of 2012 control of the company owned by the family Lacoste (in particular, Michel Lacoste owned 30.3% of the brand, his daughter Sophie Lacoste Durnel and a number of others - a total of 28%. 35% owned Swiss company retailer Maus Frères. In October, -November 2012 it was announced that Michelle and Sophie Lacoste agreed with the *Maus Frères* for the sale of the last of their shares. This decision was taken against a background of significant discord between Michel and Sophie



Shanghai judges ordered to the French company Lacoste to refuse of using its famous logo.

The rights to the image of a crocodile moved to sportswear manufacturer Singapore Crocodile International, which has patented this figure in 1951.

Despite the intricacies of the case, the judges from Shanghai had to understand it in less than four months and decided that Lacoste claims are unfounded. In their verdict Lacoste has no longer right to duplicate its crocodiles in China. Besides, the company was obliged to pay a symbolic fine in the amount of one dollar publicly apologize to Crocodile International.



THE END