



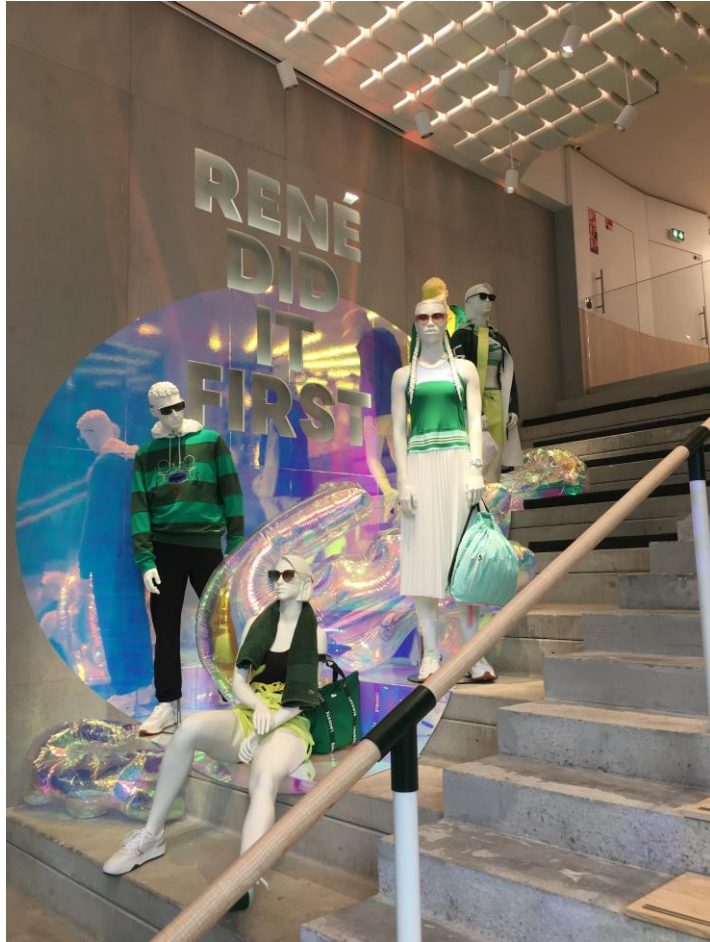
LACOSTE FLAGSHIP STORE PARIS

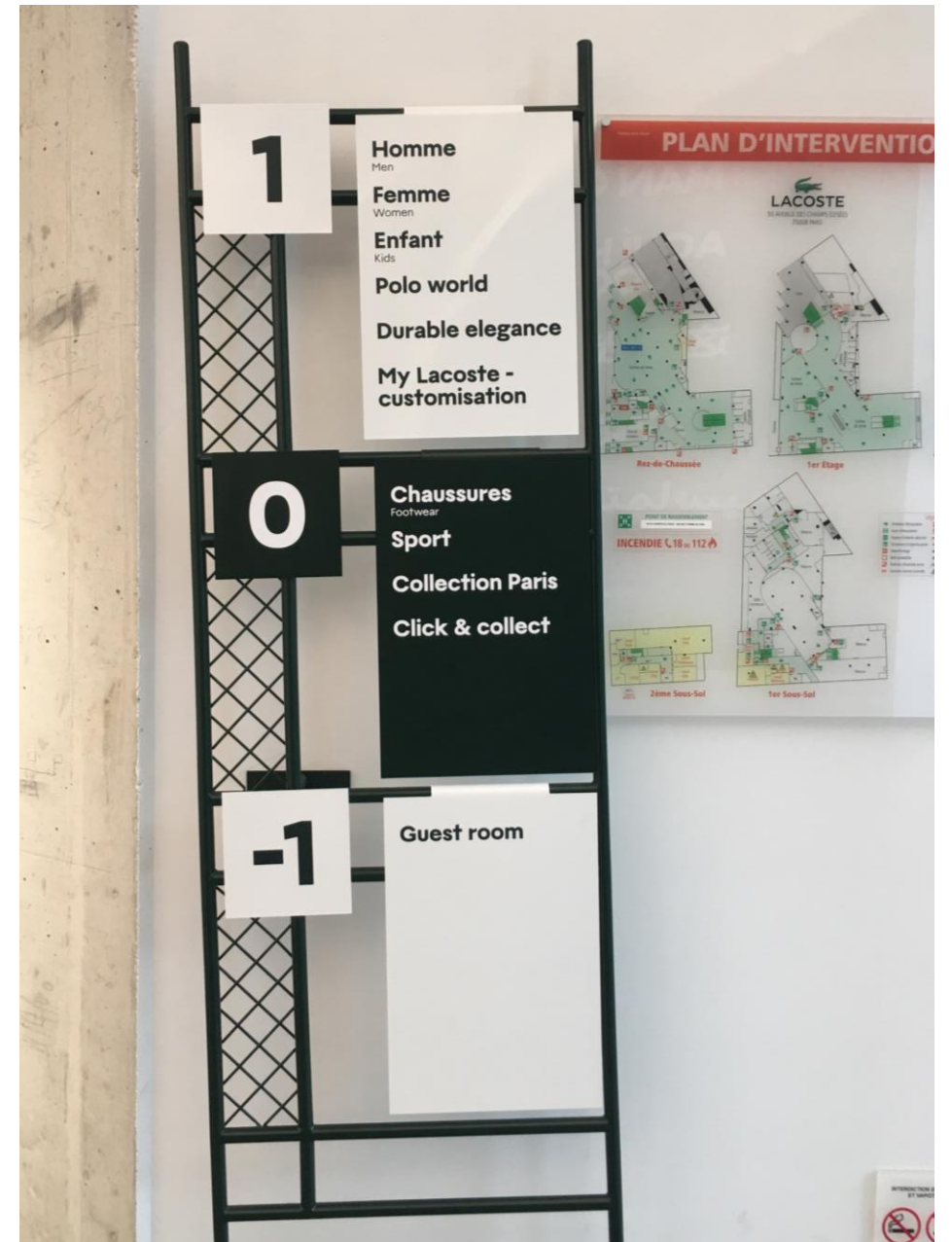
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RETAIL TOUR

June 2022







Floor indication signage





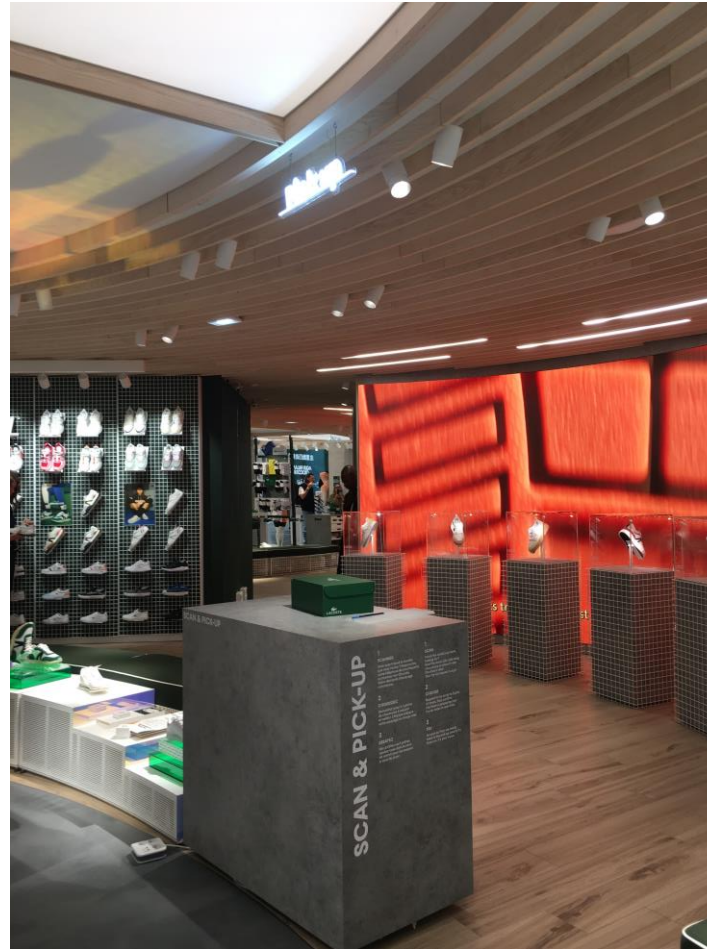


Cash desk

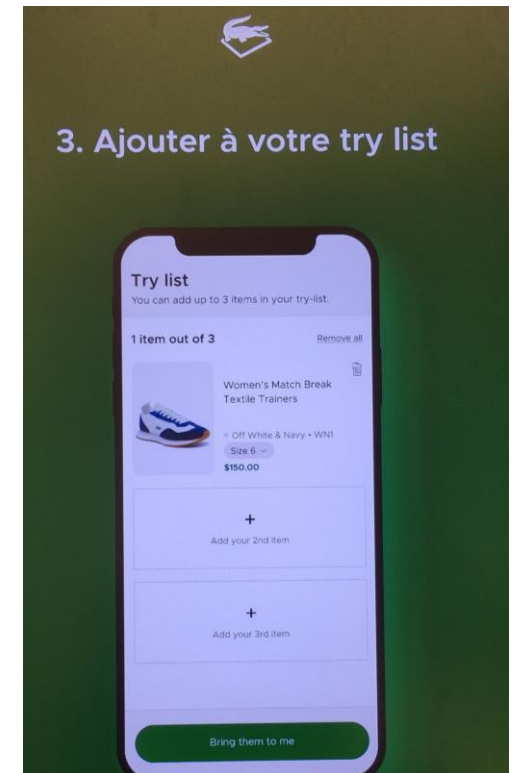
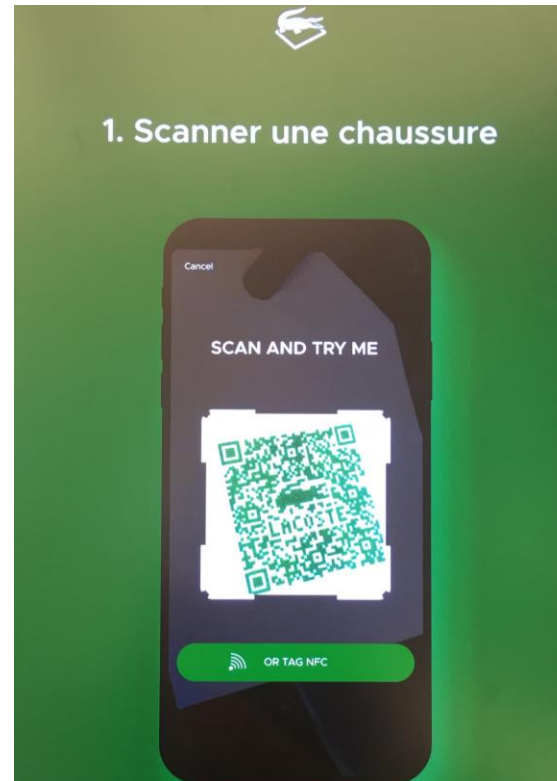
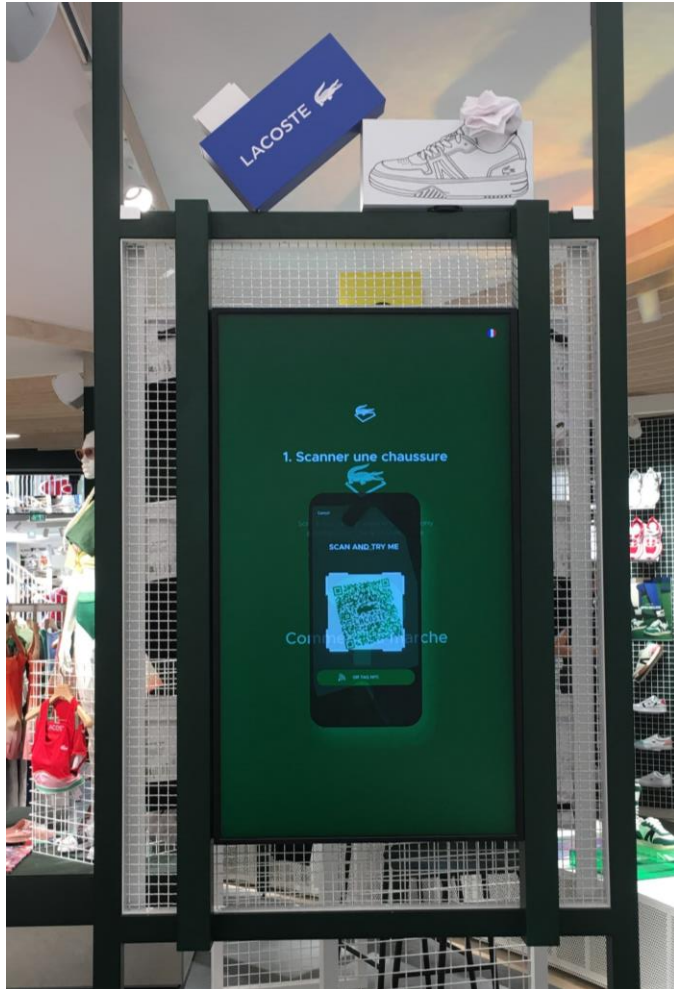


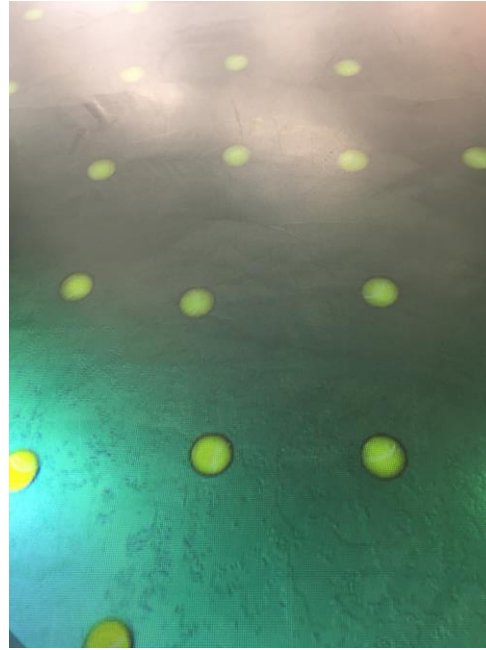
- Every employee carries a bag with both a phone and iPad to help clients with any of their needs.
- Equipped in digital.





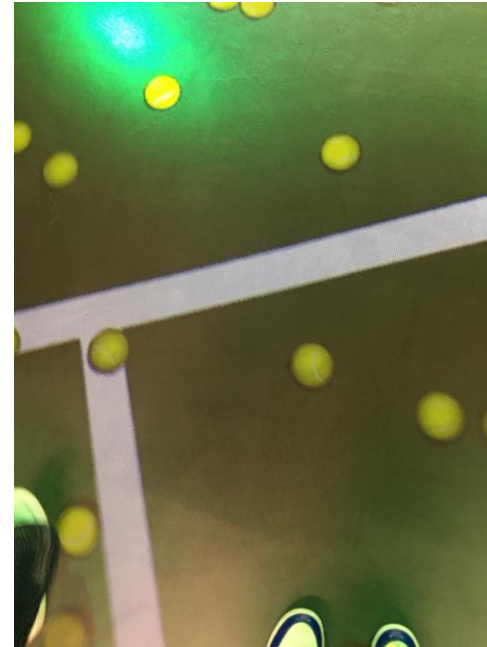
Personalization by artists

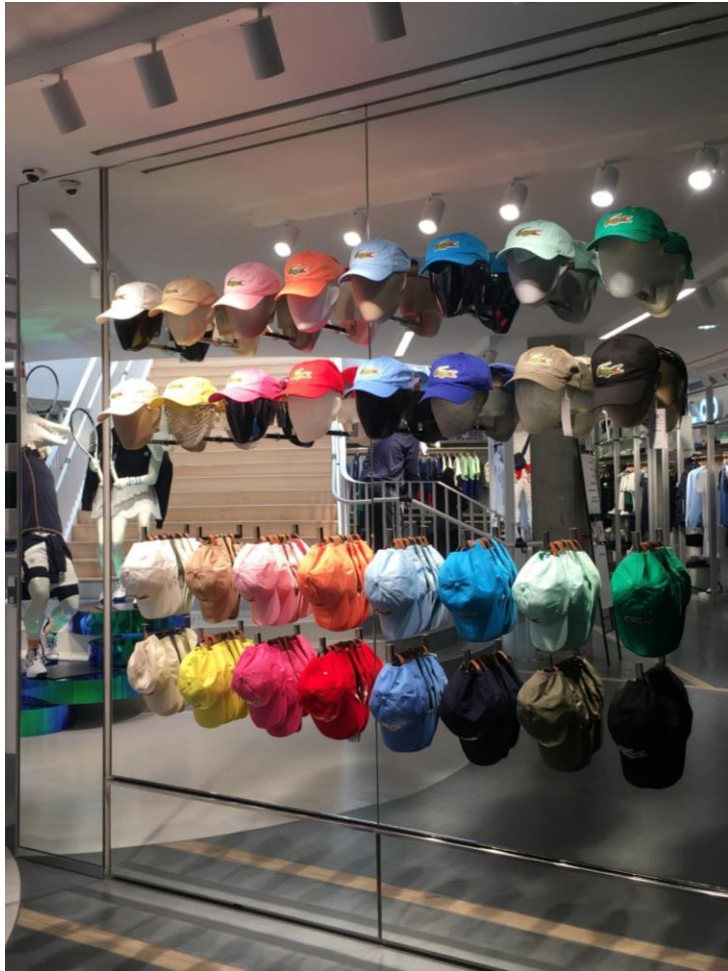




- ← Projection of tennis balls move when they are “kicked”
- ← Audio playing as if at a tennis match

- ← Projection of tennis balls on the floor



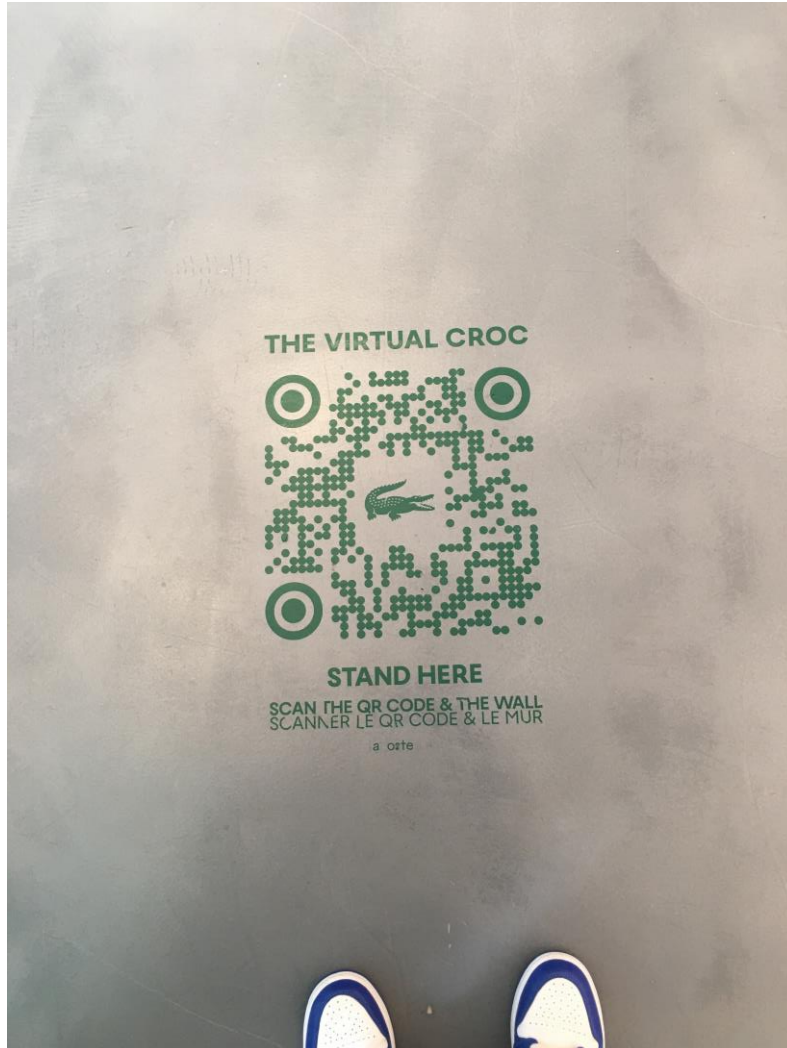


Click & Collect





Augmented reality



QR code to become a member of the loyalty program



RFID inventory equipped

Dressing rooms with infinity mirrors to give the impression of being in a locker room.

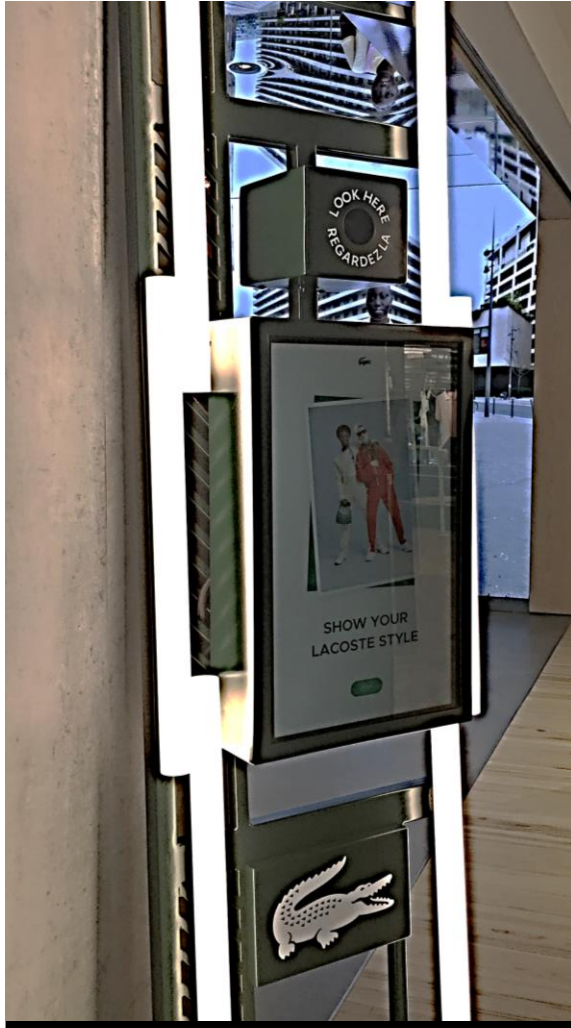
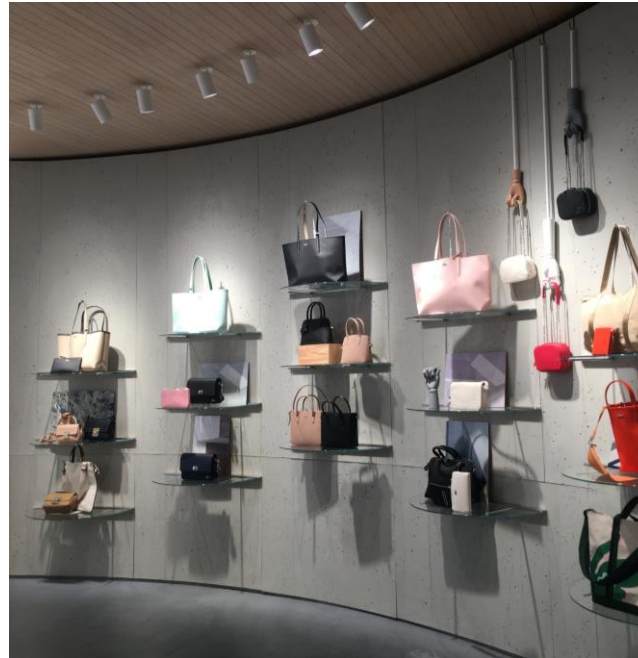


Photo booth for clients to have their pic displayed on the Croco Wall



Croco Wall



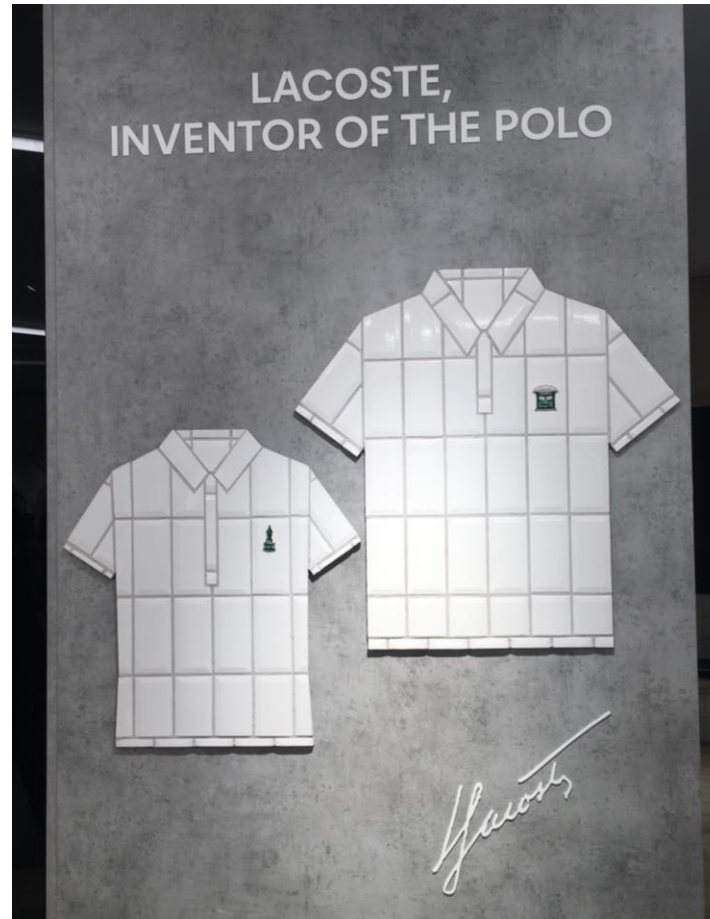
Mannequins are replicas of Lacoste employees.







First Floor
Polo shirt area

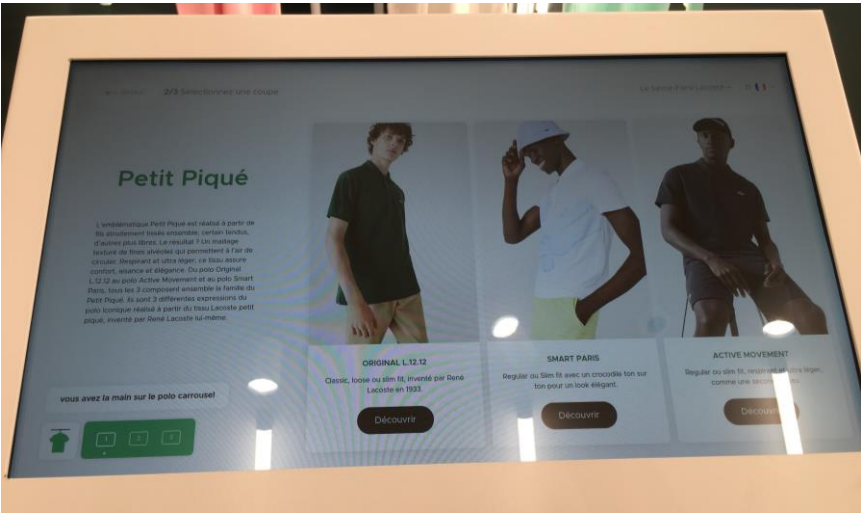


Collaboration with
influencer Lucas Omiri
that revolved around
the iconic polo shirt





First Floor
Polo shirt area

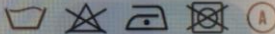



Description

ref. L1250_T03


Modèle iconique du vestiaire Lacoste, ce polo L.12.12 en petit piqué de coton allie confort et élégance. Chic et intemporel, vous porterez cet essentiel en toutes occasions. Ce polo taille grand, si vous hésitez entre deux tailles, nous vous conseillons de prendre la taille en dessous.

- Bord-côte sur le col et les manches
- Col à deux boutons nacrés
- Coupe droite
- Petit piqué de coton
- Crocodile vert brodé poitrine 2,5 cm
- Cotton (100%)
- Le mannequin mesure 1m87 et porte la taille 4





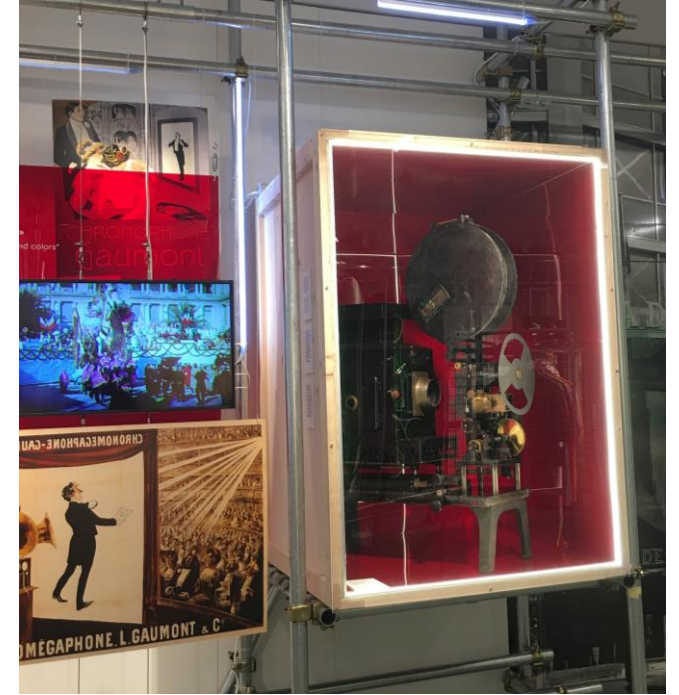
Ajouter le polo à ma wishlist







Basement: The Guest Room



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