

**23 04 2008 - The Lacoste Of The Future**

Lacoste has put a spin on their newest PR campaign, dubbed Lacoste Future, revealing the company's conceptual outlook on the future of tennis with a huge leap forward in both sport and style. Given the immense popularity of the little green crocodile, Lacoste is already a brand that graces everyone from teenagers to athletes and retirees to hip-hop moguls. In their latest twist on the status quo of apparel, Lacoste Future represents a very sci-fi approach to a sport that has traditionally been, well, traditional.





Lacoste was kind enough to create a video to showcase their latest innovation, along with a website that is, in itself, quite unique. Check them both out [here](#).