



Founded in 1933 by tennis champion René Lacoste, whose on-court nickname was "the crocodile", the Lacoste lifestyle brand got its start selling one perfect polo-shirt with a signature crocodile emblem on the left breast. Today, Lacoste is a lifestyle brand renowned for quality, comfort and timeless elegance. In 2006, Lacoste entered into a licensing partnership with Movado Group to manufacture and distribute watches that reflect the brand's designed elegance inspired by sport.