LACOSTE

THE EVERGLADES FOUNDATION

PANTONE®

FOREVERGLADES

BY LACOSTE

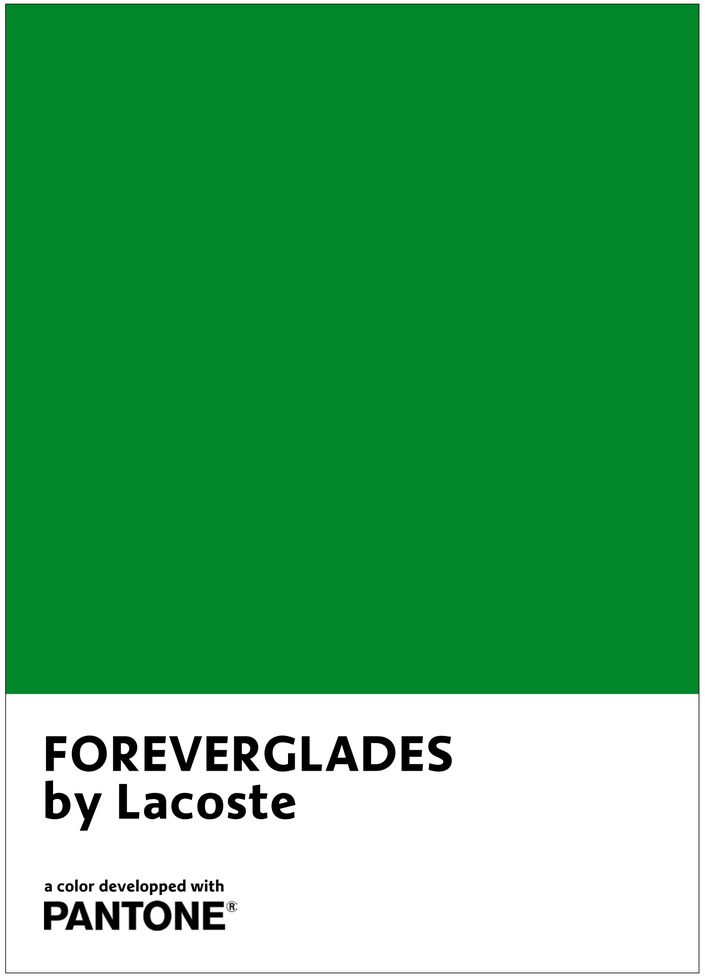
THE IDEA

Lacoste has a long-standing partnership with The Everglades Foundation, a non-profit organization dedicated to protecting and restoring America's Everglades, the only place on earth that is home to both alligators and crocodiles.

To help protect this important ecosystem, we created a unique color with Pantone: **FOREVERGLADES by Lacoste**.

This color will live though the capsule collection **Lacoste x The Everglades Foundation**, that will be launched on Everglades Day (April 7th 2020), with parts of the proceeds going to The Everglades Foundation, to provide over 100,000 K-12 educators and students the tools to incorporate conservation into their school's curriculum.

THE COLOR


FOREVERGLADES
by Lacoste
a color developped with
PANTONE®

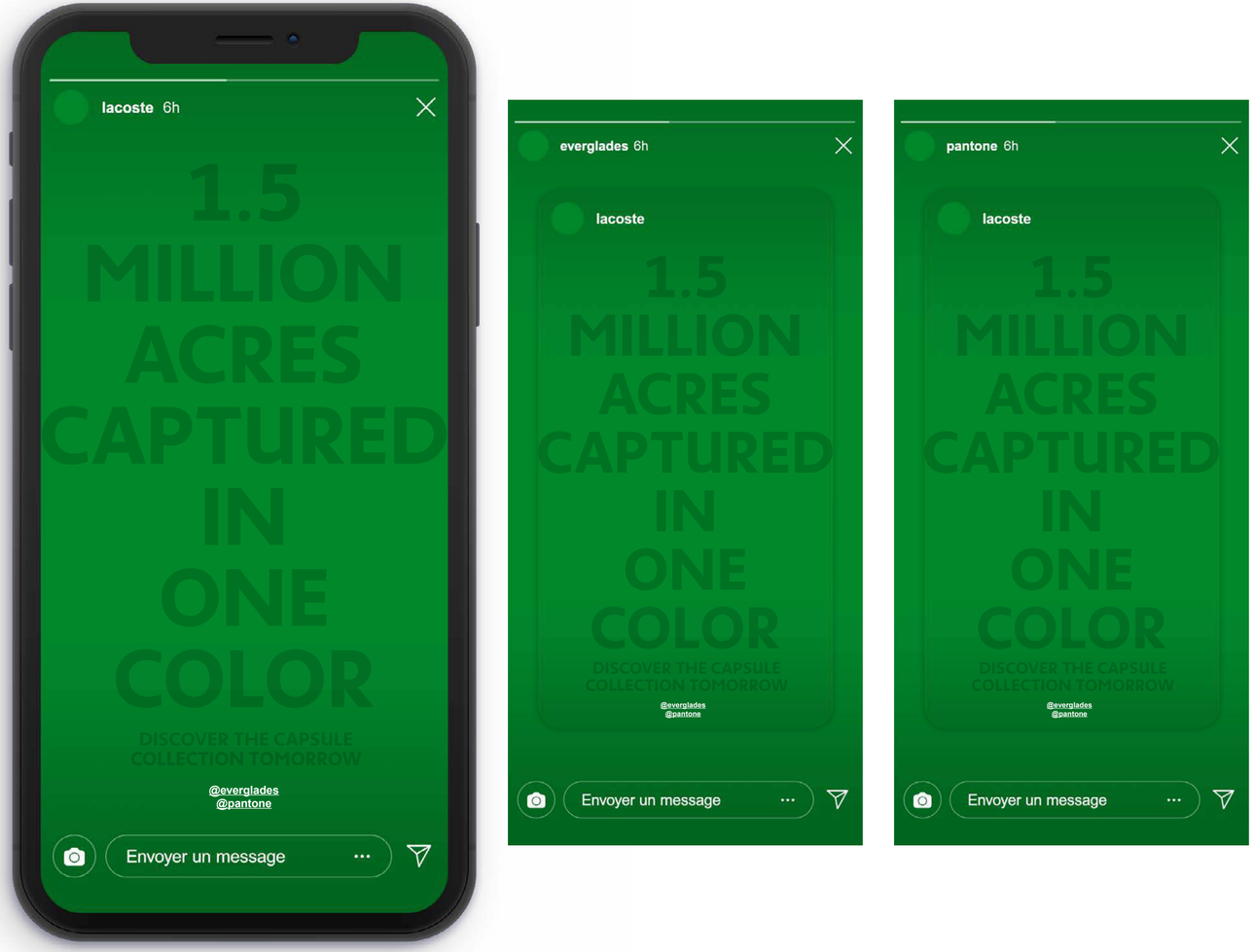
GREEN TAKEOVER

TEASER STORIES

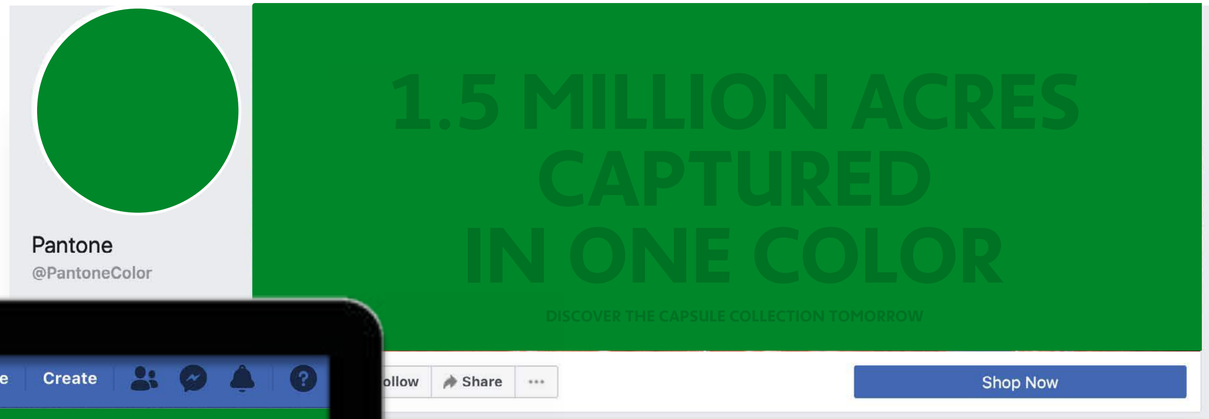
One day before the official Everglades day, Lacoste and key partners digital channels will turn green.

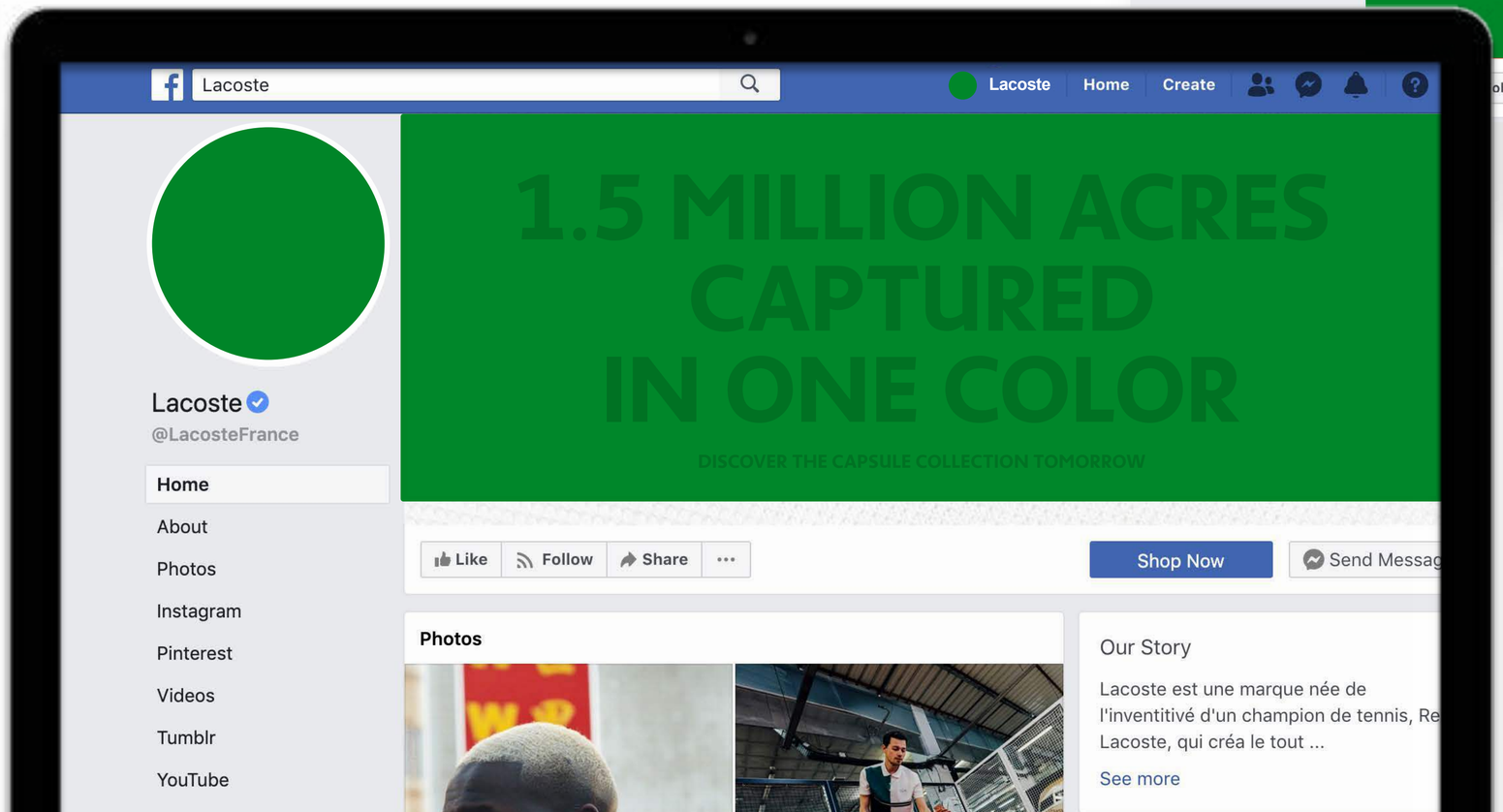
Lacoste will share an Instagram story to tease the launch.

Pantone & The Everglades Foundation will reshare + local friends of the brand (list to be shared by Lacoste).

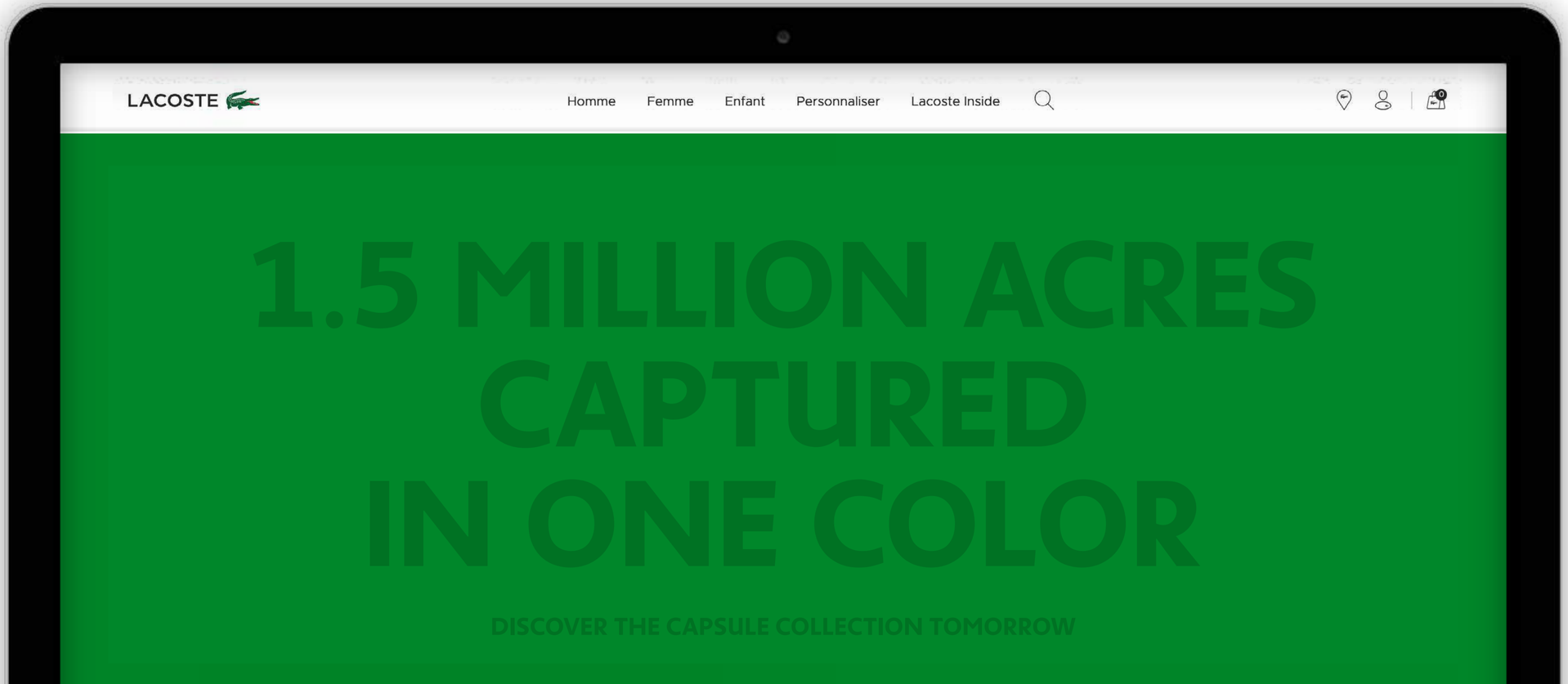


DIGITAL CHANNELS





LANDING PAGE



MIAMI STORE FRONTS

On the eve of Everglades day, all Miami storefronts will change colors to tease the collection.

LAUNCH

PR RELEASE

Today is a special day.

Together with Pantone we have created a color inspired by the Everglades: **FOREVERGLADES by Lacoste**.

A color that encapsulates 1.5 million acres of incredible flora and fauna.

A color that led to the creation of a capsule collection.

A collection with a desire to make the Everglades last forever.

To make sure this unique ecosystem exists for generations to come, a portion of proceeds from every item sold will be donated to The Everglades Foundation, to provide over 100,000 K-12 educators and students the tools to incorporate conservation into their school's curriculum.

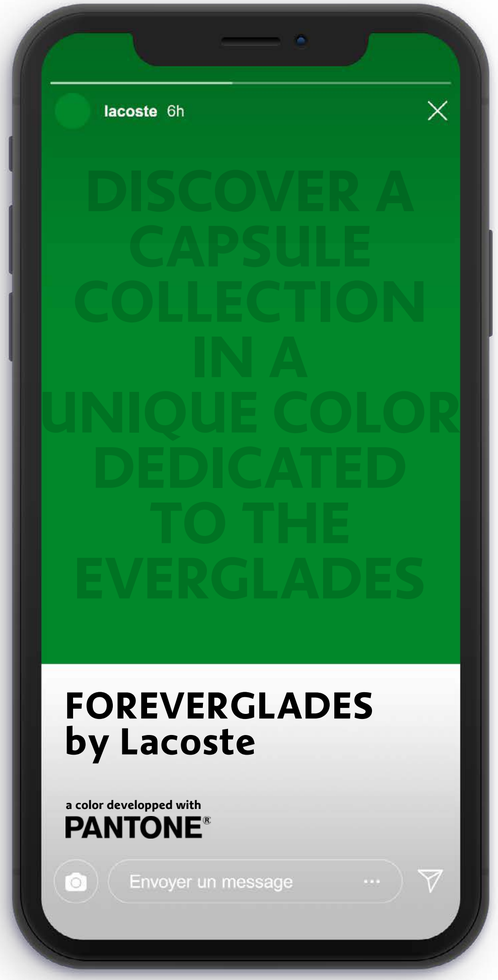
REVEAL OF GREEN TAKEOVER

On Everglades day, Lacoste will reveal the meaning behind the green takeover on various platforms.

They will share Instagram stories inviting their followers to find out about the collection.

A PR kit containing images and videos will be made available so they can be easily shared.

Pantone, The Everglades Foundation + local friends of the brand will share the PR images via stories.

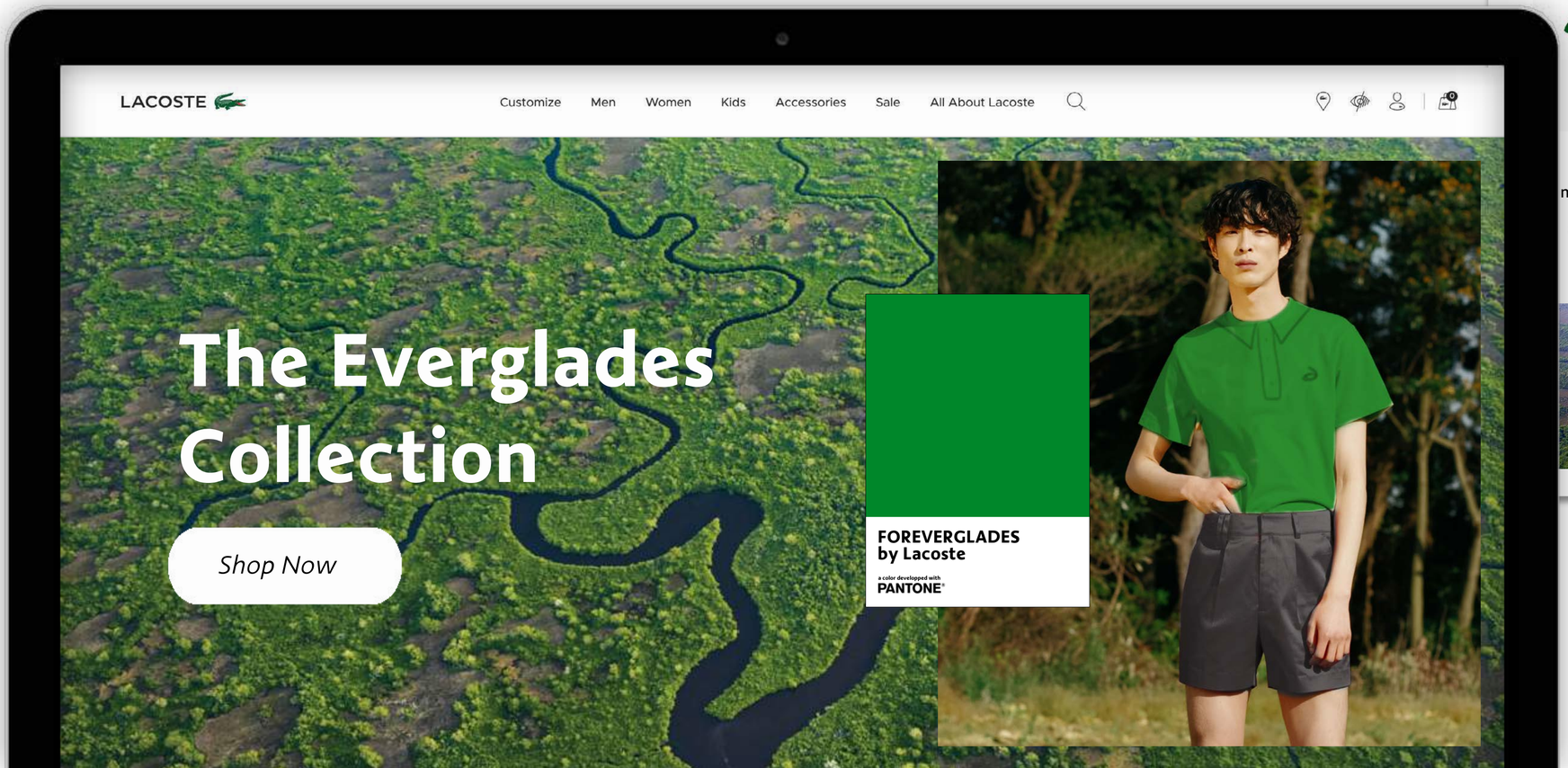


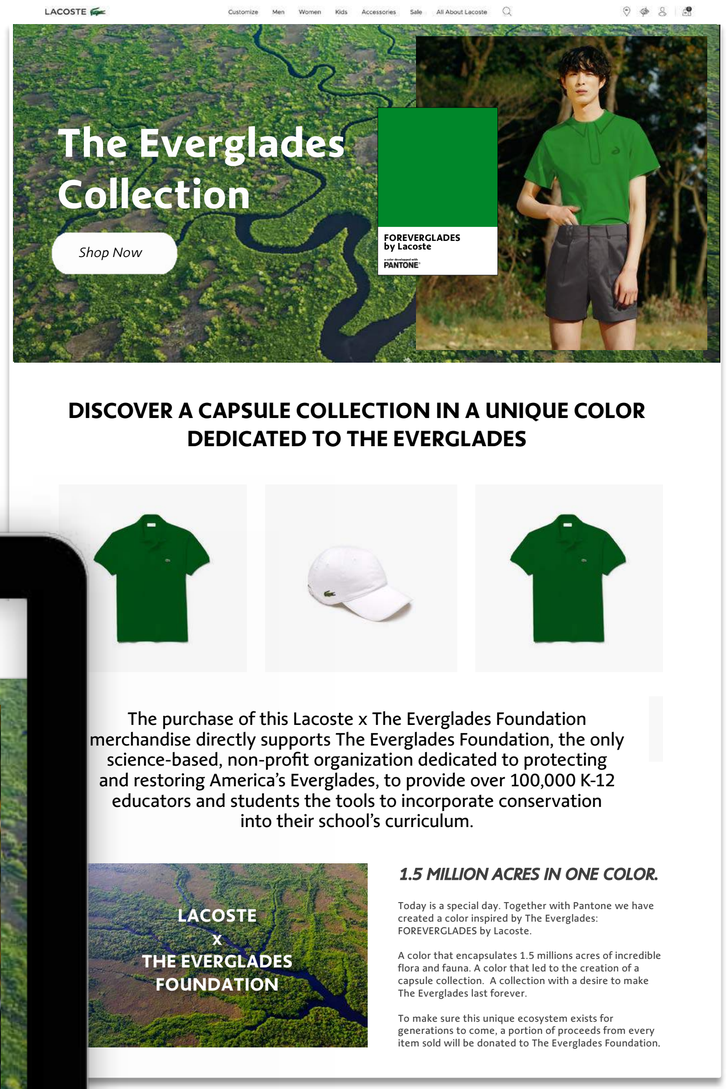
LAUNCH VIDEO

This 15s video will be used to share in more details what inspired the color and the collection. It will showcase drone shots of the Everglades and photos from the collection.

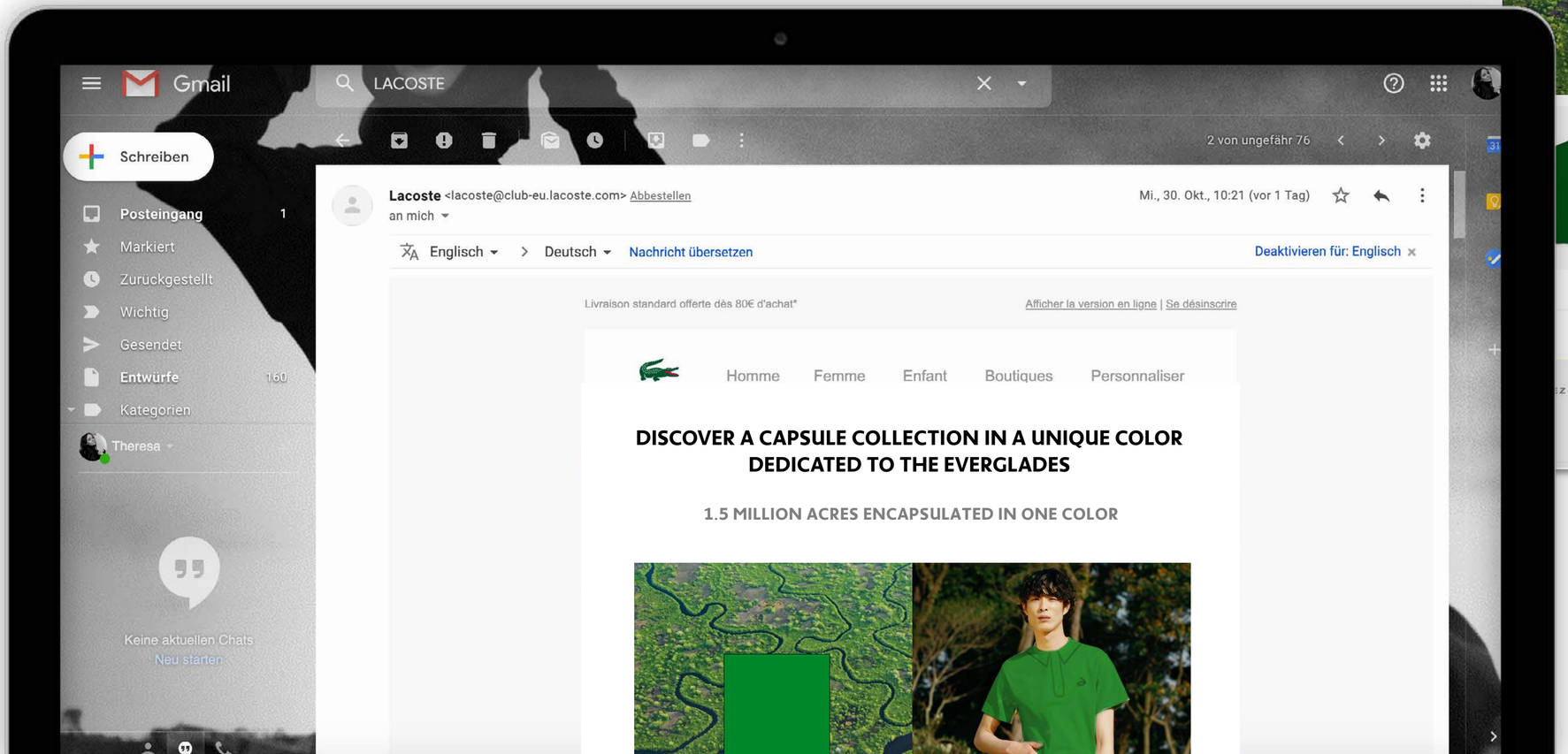
The 20s version can also include “A portion of proceeds from every item sold will be donated to The Everglades Foundation” at the end.

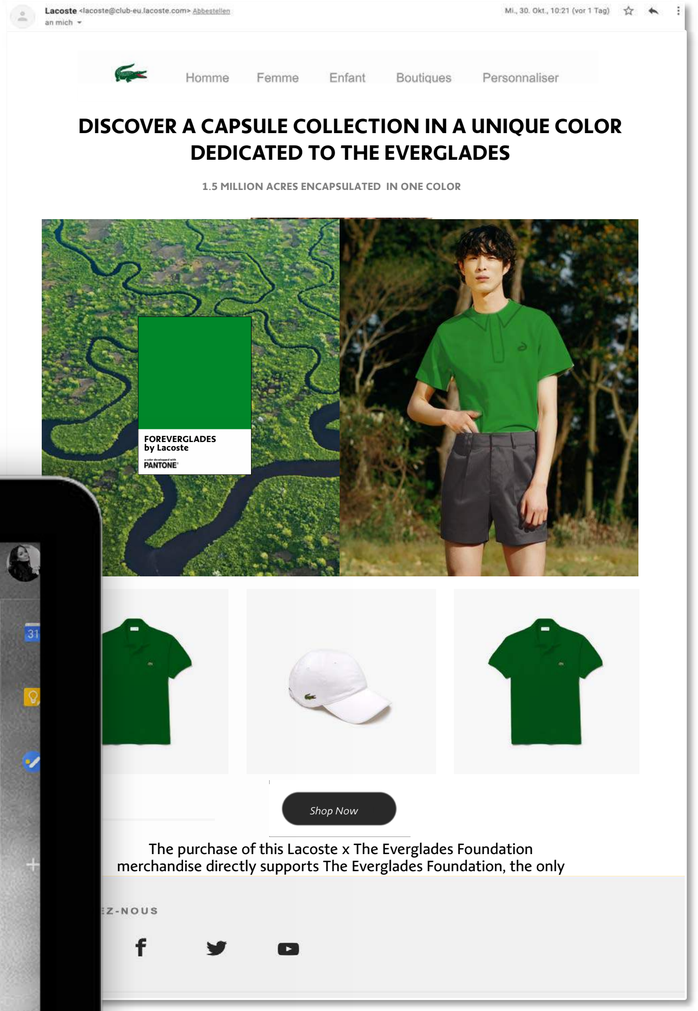
LANDING AND DEDICATED WEB PAGE





NEWSLETTER


Gmail
LACOSTE
Schreiben
Posteingang 1
Markiert
Zurückgestellt
Wichtig
Gesendet
Entwürfe 160
Kategorien
Theresa
Keine aktuellen Chats
Neu starten
2 von ungefähr 76
Lacoste <lacoste@club-eu.lacoste.com> Abbestellen
an mich
Mi., 30. Okt., 10:21 (vor 1 Tag)
Englisch
Deutsch
Nachricht übersetzen
Deaktivieren für: Englisch
Livraison standard offerte dès 80€ d'achat*
Afficher la version en ligne | Se désinscrire
Homme
Femme
Enfant
Boutiques
Personnaliser
DISCOVER A CAPSULE COLLECTION IN A UNIQUE COLOR DEDICATED TO THE EVERGLADES
1.5 MILLION ACRES ENCAPSULATED IN ONE COLOR


Homme
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DISCOVER A CAPSULE COLLECTION IN A UNIQUE COLOR DEDICATED TO THE EVERGLADES
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FOREVERGLADES by Lacoste
PANTONE
Shop Now
The purchase of this Lacoste x The Everglades Foundation merchandise directly supports The Everglades Foundation, the only

PR ARTICLE

HYPEBEAST MODE FOOTWEAR MUSIQUE ARTS DESIGN ÉDITORIAUX ••• SUIVRE STORE

LACOSTE CREATES A CAPSULE COLLECTION IN A UNIQUE COLOR DEDICATED TO THE EVERGLADES

Today is a special day. Together with Pantone Lacoste has created a color inspired by the Everglades: FOREVERGLADES by Lacoste.

A color that encapsulates 1.5 million acres of incredible flora and fauna. A color that led to the creation of a capsule collection.

A collection with a desire to make the Everglades last forever. To make sure this unique ecosystem exists for generations to come, a portion of proceeds from every item sold will be donated to The Everglades Foundation, to provide over 100,000 K-12 educators and students the tools to incorporate conservation into their school's curriculum.

LACOSTE | ALPHA INDUSTRIES | K-WAY

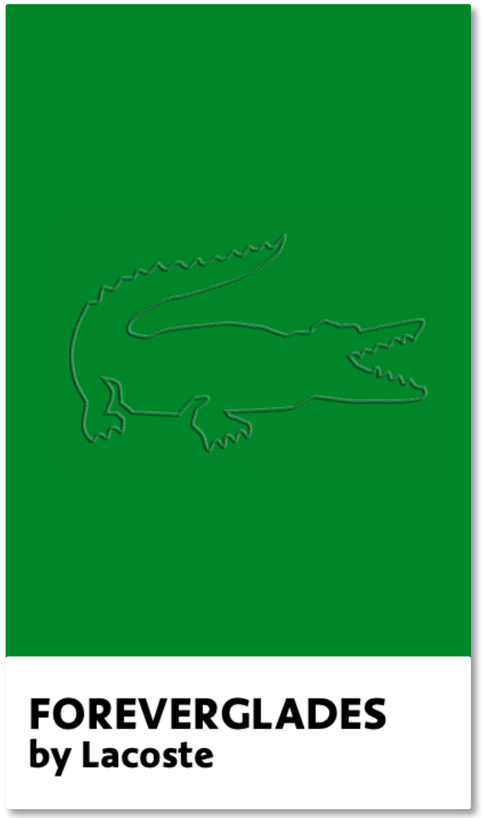
MIAMI STORE FRONTS

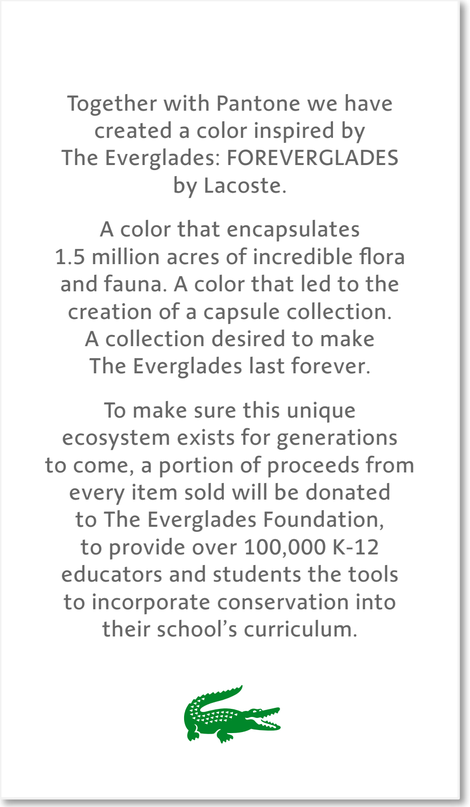
On Everglades day, all Miami storefronts will showcase the Foreverglades Pantone chip to invite people to discover the new collection.

IN-STORE DISPLAY

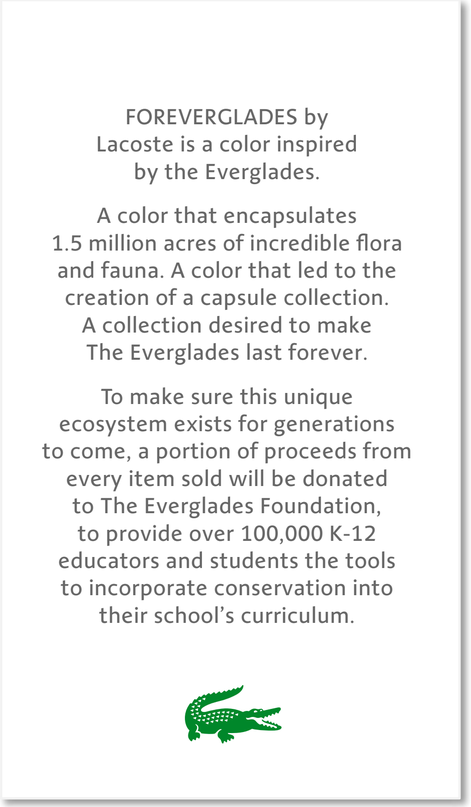
HANDTAGS

The crocodile will be embossed in the color. The tag will ressemble a classic Pantone chip.





Version 1



Version 2

SHOOT MOODBOARD

THANK YOU