

STRATEGIC TREND LINE GETS BACK TO BASICS

The LACOSTE Strategic Trend capsule collection for Summer 2010 gets back to basics with four key styles inspired by both the French heritage as well as the tennis legacy of the sportswear brand. All the shoes share tricolours on the heels, in-sock and on the aglets at the tip of the laces along with an elegant milk colourway.

Making its introduction this season is the **CHALCOT**, taking inspiration from classic 70s running shoe styling but with premium soft leather uppers which give the retro styling a touch of modern comfort. The clean lines are only interrupted by the punched crocodile branding on the side, and the gum sole is complimented by a gum coloured leather inner lining.

Featuring for the first time in the Strategic Trend Collection the classic **TRIBUTE** is a twin-cupsole shoe which features an exposed EVA midsole. This shoe is designed with a retro tennis feel and takes its influences from the performance tennis shoes of the 80's.



CAMDEN BTB



CARNABY BTB



TRIBUTE BTB



CHALCOT

CAMDEN BTB is a fresh take on the cult classic. For summer, it gets a minimalist facelift with hints of colour coming through the inner and signature branding. For lovers of lace ups the **CARNABY BTB** is available. It features a classic Lacoste red colour pop on the heel which adds to the sporty feel.

For hi-resolution images, move your cursor over the photos above to find a hyperlink. Hold the CONTROL key down and click. Once in that link, you can click on any image and download it by using the button just above.

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