



LACOSTE LAUNCHES MARRIED TO THE MOB LACE HI-TOPS

LACOSTE has teamed up with street-savvy New York brand Married to the Mob to create a lace hi-top sneaker for women in two shades of gold and purple. They will be released in the week of Valentine's Day on the MOB website www.mttmnyc.com as well as hand-picked specialty stores worldwide including colette in Paris.

Married to the Mob got its start in the summer of 2004 out of Leah McSweeney's Spring Street apartment with pink walls and a MAC. It dawned on her that while there were tons of great street brands for guys, there was virtually no version for females. Thus the concept for MOB was born: a street wear label designed for and by women. 'Growing up in New York, you're only as good as the crew that you run with, and the name of the label is a tribute to the "Most Official Bitches," who through ups and downs and highs and lows never failed to have my back.'



Design inspiration for the label is literally from the streets of New York: clubs, secret hang-out spots, smoke-filled parties, making MOB equal parts chic, smart-mouthed, and definitely not-to-be-messed with. 'It's a lifestyle that speaks to style-confident females everywhere', Leah says.

'I have been wanting to work with lace for a while but was waiting for the right product. Once I saw the silhouette of the LACOSTE sneaker I knew the lace idea would work perfectly for this' Leah explains. 'I had originally been inspired by the shoe king Christian Louboutin. He had used lace on a pump and it looked so chic. I thought how cool would it be to translate that onto a sneaker. I always look to the high-end fashion labels for inspiration, as I am sure they look to the street for cues as well'. As to why she wanted to work with LACOSTE, Leah says: 'I have always been a LACOSTE fan. It is a brand I respect and admire for their timeless classic pieces and their major influence in fashion over so many years'.

The LACOSTE legend began in 1927 when René Lacoste, a tennis superstar of the 1920's and multiple grand slam and Davis Cup winner, revolutionized men's sportswear by replacing the long-sleeved, starched classic tennis shirt with a short-sleeved, breathable cotton shirt he called the polo. From that first iconic polo shirt, LACOSTE has developed a global range of lifestyle products for men and women including footwear that is sold in its 1100 boutiques as well as department and specialty stores around the world. www.lacoste.com

For hi-resolution images, move your cursor over the photos above to find a hyperlink.

For more information please contact Ellie King @ eking@pentland.com