

Lacoste & Novak Djokovic extend partnership until 2025



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Lacoste is proud to renew its partnership with tennis world number one Novak Djokovic until 2025.

Since 2017, the Crocodile has been by the side of the Serbian player, supporting his sporting progress and celebrating his career achievements. Each year, the Novak Djokovic collections, created and developed specifically for Djokovic, ensure him unique style and perfect freedom of movement on the court.

As co-record holder of the greatest number of Grand Slam titles, a whole team gathered around our crocodile Novak Djokovic will continue to listen to him and support him in his quest for new records.

"Novak is not only an exceptional athlete, but also a great champion who has a wonderful spirit both on and off the court. Our meeting in 2017 was a real coup de coeur. His audacity, tenacity and kindness impressed me and I am proud that we can continue our common adventure together and accompany him in his new challenges," says Thierry Guibert, CEO, Lacoste.

"I have a real connection with Thierry Guibert. We talk regularly, and I've felt his support at each key moment of my career. He even connects with my fan club on social media. It's quite incredible to see all these different people around the world getting together to give me their support," confides

Djokovic.



Etendart tennis court in Clichy, France

Djokovic is at the heart of the brand's strategy, as his values, altruism and commitment to the younger generation matches those of the French company, originally inspired by René Lacoste. Opened in July 2020, Etendart court in Clichy, France, is the perfect embodiment of the two's shared commitment to youth of today. Bearing the image of the world's number one player, the court welcomes students and young people from associations throughout the year. Following its success in France, this initiative, which aims to facilitate the playing of tennis, will be extended internationally in the coming months.