

Some Info about Lacoste Watches
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Some
Info about Lacoste Watches

Need luxury watches like TAG Heuer Watches,
Breitling Watches, or just want to buy fashion watch brand like Michael Kors Watches? Today I
will introduce you something about Lacoste Watches.
Lacoste Luxury Watches harkens
back to the glories of Roaring Twenties French tennis sensation Ren♦Lacoste, whose fans
gave him the nickname of "crocodile" for his on-court pugnacity.* Thus it is that the company
logo bears the famous Lacoste crocodile** on its products, the most famous of which are tennis
shirts designed by Ren♦Lacoste himself. The Designer Watches by Lacoste are a much later
addition to the company's catalog, debuting in the 1980s with an ambitious product expansion
program that also saw perfumes, sunglasses, and various leather goods sold under the famous
label.

So popular has the crocodile image become that it is one of the most
recognizable brands in the world. Unfortunately, what began as specialty apparel came to be
diluted through a worldwide licensing program that, while earning the company riches, also saw
the steady decline in cachet as the crocodile logo became ubiquitous. Thus it is that Devanlay
owns exclusive global rights to Lacoste clothing while Procter & Gamble holds those over
Lacoste fragrances and Samsonite has bags, for example.

The Deisgner Watches of
Lacoste were part of the company's effort to expand into new businesses under the leadership
of chairmen Bernard and Michel Lacoste, under whom a precipitous growth was begun and has
been maintained, respectively. This strategy also saw an across-the-board design overhaul with
the installation of new talent that resulted in a more modern and upscale look. Previously, due
to the aforementioned brand dilution, Lacoste Luxury Watches and products had acquired an
ordinary everyday feeling in the minds of many consumers.

Ironically, most Lacoste
Luxury Watches are priced rather modestly, typically retailing for a few hundred dollars in
American middle class outlets like Macy's. Available in a variety of youthful styles, they seem
destined to continue the label's preppy image as fashions for the young and well-off. These
colorful wristwatches probably make great gifts for those high school students who aspire to the
kind of clean-cut urbanity epitomized by current spokesmodel Hayden Christensen of Star Wars
prequel fame.

* There exists a more colorful account for the name: American
newspapers of the time reported that a bet was made over a critical match in which the prize
was a crocodile-skin suitcase, with a friend embroidering a crocodile image over the blazer worn
on-court.

** It is disputed whether the image represents a crocodile or an alligator.
Bernard Lacoste, the late son of Ren♦Lacoste, has stated that it is "definitely an alligator in
America, while it's a crocodile in France."
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