

**Lacoste advertising campaign by BETC Luxe: Un peu d'air sur terre
Spring - Summer 2010**

An incredibly light summer

For the summer season of 2010, the Lacoste campaign is taking the “un peu d'air sur terre” concept to even greater heights, celebrating the joie de vivre inspired by René Lacoste and his 1930s era.

Three visuals have been shot by the photographer Ellen von Unwerth in a peppy and colourful style. Each of them showcases the Lacoste group – elegant, light and happy – offering a slice of life, a moment of pure happiness, a spontaneous burst of energy.

These groups embody a spirit of joy and playfulness, sharing and authenticity, as well as energy and elegance, unique to Lacoste.

The photographer: Ellen von Unwerth

Ellen von Unwerth's work offers a fun and sexy vision of fashion photography.

The photographer was herself a model for ten years before moving behind the camera to create fashion series, editorial photos and advertising campaigns.

Like a signature, her communicative energy shines through each of her photos.

CREDITS

Lacoste advertising campaign: un peu d'air sur terre – SS10

Advertiser:

Lacoste

Lacoste France Personnel:

CEO: Michel Lacoste
Managing Director: Christophe Chenut
Brand Communication Director: Didier Calon

BETC Luxe Personnel:

Managing director: Claus Lindorff
Client director: Anne-Laure Pilet
Creative director: Safia Bouyahia
Artistic director: Yuki Kani

Photographer: Ellen von Unwerth
Retoucher: DTouch Paris
Art Buying: Dominique Mornet

Media Plan:

Magazine Press
Poster campaign

Format:

Double page / Single page
4x3 poster campaign, bus shelters, MOF,
etc.

Release date:

First half-year 2010

In England

The "bicycle" matchpoint visual will launch on 28 January

Le "buoy" summer visual will launch on 29 April

In France

The "bicycle" matchpoint visual will launch on 22 January

Le "buoy" summer visual will launch on 8 May