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## **Rebuilding the Crocodile** **Lacoste's Marketing Strategies in the US**

### **Introduction:**

Lacoste, a renowned apparel company known for its iconic crocodile logo, has been a prominent player in the fashion industry for decades. However, in recent years, the brand has faced challenges in maintaining its image and relevance in the competitive US market. In this blog post, we will delve into Lacoste's marketing strategies in the US, exploring how the company has taken steps to revive its brand and establish a strong foothold in the American fashion landscape.

### **Background Note:**

Before diving into Lacoste's US journey, it is crucial to understand the significance of brand image for the success of apparel companies. In an industry where trends and consumer preferences are constantly evolving, a strong and distinctive brand identity plays a pivotal role in attracting and retaining customers. With this understanding, Lacoste embarked on a mission to reimagine and reposition itself in the US market.

### **Lacoste's US Journey:**

Lacoste's foray into the US market began several decades ago, initially gaining popularity among tennis enthusiasts. However, over time, the brand faced challenges in maintaining its appeal and relevance to a broader consumer base. In response, Lacoste implemented a series of strategic initiatives to regain its foothold and rejuvenate its brand image.

### **Reviving The Lacoste Brand:**

To revitalize its brand, Lacoste focused on several key areas. Firstly, the company invested in product innovation, incorporating contemporary designs and materials while preserving its signature sporty aesthetic. This approach allowed Lacoste to appeal to a wider range of consumers, including the younger demographic.

### **Lacoste's Retail Strategy:**

In addition to product innovation, Lacoste adopted a comprehensive retail strategy to enhance its presence in the US market. The company strategically expanded its network of standalone stores, strategically placing them in high-traffic areas and upscale shopping districts. This approach not only increased brand visibility but also provided Lacoste with greater control over its retail experience.

### **Lacoste's Promotional Strategy:**

To create buzz and engage with its target audience, Lacoste implemented an effective promotional strategy. The brand collaborated with influential celebrities and fashion icons, leveraging their star power to create a positive association with the Lacoste brand. Additionally, Lacoste embraced digital marketing and social media platforms to reach a broader audience, showcasing its products in a visually appealing and aspirational manner.

### **Outlook:**

As Lacoste continues to navigate the ever-evolving fashion landscape, the brand's commitment to innovation, retail expansion, and strategic promotions positions it well for future success in the US market. By reviving its brand image and adapting to the changing needs and preferences of consumers, Lacoste aims to solidify its position as a leading apparel company in the United States.

**Conclusion:**

In conclusion, Lacoste's marketing strategies in the US exemplify the importance of brand image for the success of apparel companies. Through product innovation, retail expansion, and strategic promotions, Lacoste has successfully revived its brand and established a strong presence in the American fashion industry. As the company continues to evolve and adapt, it is poised to thrive in the dynamic and competitive US market.

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