Beat: Lifestyle

A NEW EVENT CONCEPT FROM THE FRENCH HOUSE, CAFÉ LACOSTE IS AN EXCEPTIONAL PLACE

THE FIRST CAFÉ LACOSTE OPENS IN PARIS

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USPA NEWS - A New Event Cconcept from The French House, CAFÉ LACOSTE is en Exceptional Place that immerse All Food Lovers in The World of René LACOSTE, Founder of The House. A Culinary Experience to be lived, in the Heart of PARIS, from The Menu to the Decor... THE FIRST CAFÉ LACOSTE OPENS IN PARIS.

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Following the Success of its Pop-Up in Monaco, Lacoste is opening its First Café Lacoste in the Heart of the Capital, starting February 5, 2026, on the Prestigious Avenue Franklin D. Roosevelt. For this Parisian lnauguration, the Brand is Partnering with the Giroud Group, founded by Riccardo Giroud, which has been developing lconic Restaurants around the World for over Twenty Years. This Partnership is the Result of a Natural Meeting of Two Areas of Expertise: the Precision of French Style and Elegance, and Contemporary Gastronomic Excellence recognized Internationally. Located a Few Steps from the Brand's Parisian Flagship Store, the Café Lacoste is a Natural Extension of its lconic Universe, a Space designed as a Living Space in its Own Right, true to the Lacoste Spirit.

"The Idea was to enhance The Lacoste Universe throught Taste, Throught Dishes that are Better and More Indulgent. We Designed Everything with this in Mindset."
Thierry PALUDETTO
Executive Chef @ GIRAUDI Group

With the Opening of its First Café, Lacoste is expanding its Lifestyle through a Hospitality Experience True to its Identity. From Paris to New York, from the Shangri-La Paris to the Plaza Hotel, and including Le Club Lacoste, a Concept of Pop-Up Spaces developed within lconic Locations, the House has gradually embraced these Spaces as Natural Expressions of its Codes. Café Lacoste now translates this World into a Gourmet Experience, conceived as a Coherent and Contemporary Extension of the Brand. An "All-Day" Offering designed to complement New Urban Rhythms, with Options for Dining ln, taking away, and soon, delivery. Spanning 100 Square Meters and Seating 65, the Space reinterprets the lconic Codes of the Crocodile: Deep Green, Off-White, Touches of Terracotta, Noble Materials, and Tennis-Inspired Lines create an Atmosphere that is both Warm and Elegant.

Under the direction of Thierry Paludetto, Head Chef of the Giraudi Group, the Menu revisits the Classics with Precision: Club Sandwiches, Fresh Salads, Seasonal Dishes, and Signature Desserts. Among them are the Iconic Polo Cakes, conceived as True Iconic Objects to share, photograph, or take away. The Beverage Selection features Specialty Coffees, Artisan-Roasted, Creative Lattes (Pistachio, Vanilla, Chai), as well as a Signature Drink, "L'Eau de Croco" (Coconut Water, Matcha, Ginger). Café Lacoste also expands into a Concept Store, with a Selection of Exclusive Products designed for those who wish to extend the Experience beyond the Café: a refined Offering combining Gourmet Foods, Lacoste-Branded French Porcelain Tableware, and a Textile Collection.

"With Café Lacoste, we naturally extend our Universe into a Living Space designed to be shared. True to our Sporting and Cultural Heritage, this Opening expresses the Lacoste Art Of Living through Elegant and Contemporary Experiences, which are Part of Everyday Life, in the Heart of Paris, and will Naturally find their Place in Other Locations."
Eric VALLAT
CEO of LACOSTE

MENU
*STATER
- SALADS

Greens
Quinoa, wheat and spelt, feta, avocado, cucumber, goji berries, pomegranate and baby greens, Menton lemon and local honey vinaigrette
- Tartine d'avocat
Avocado toast, beetroot hummus and fresh herbs, Poached Egg, Smoked Salmon
*MAIN COURSE
- Salmon fillet, Butter and herb sauce (served with homemade fries and a baby spinach salad with sliced almonds)
*DRINKS
VITALITY BOOSTS
Energy and vitality with freshly blended smoothies.
- Collagène Oxygène: Strawberry, raspberry, blueberry, ginger, collagen, skyr and oat milk
- Supra Curcuma: Pineapple, peach, mango, banana, turmeric, skyr and coconut milk
DESSERT
À la fraîche:
Fresh fruit platter: pineapple, passion fruit, kiwi, mango and apple
- Polo Vanille de Madagascar - VANILLA & BISCUIT: Crispy almond and vanilla biscuit base, vanilla cream, vanilla mousse
- Polo Citron - SPECULOOS & LEMON: Speculoos-style biscuit with citrus zest, three-citrus cream (lime, lemon, yuzu), organic candied lemon compote, light mascarpone mousse

Since the Creation of the First Polo Shirt in 1993, Lacoste has drawn on its Authentic Sporting Heritage to instill Optimism, Confidence, and Elegance in the World. At the Crossroads of Fashion and Sport, Lacoste creates Movement in our Lives and liberates our Expression, cultivating a French Art of Living imbued with Relaxed Elegance. In Every Experience, in Every Collection, Lacoste combines Timelessness and Creativity. Since its Beginnings, the Crocodile's Aura has been passed down with Each Generation that has worn it, becoming a Rallying Symbol Beyond Style.

Passed down from Country to Country, from Generation to Generation, from Friend to Friend, Lacoste Pieces are imbued with an Emotional Connection that elevates them to Iconic Status. Lacoste's Universal and Timeless Elegance brings together a Large Community in which Everyone respects and recognizes Each Other's Values ??and Differences. Lacoste is present in 98 Countries through a Network of 1,100 Stores.

Riccardo Giraudi is a Passionate and Visionary Entrepreneur, renowned for his Expertise in Gastronomy and Luxury Hospitality. Since its Inception, the Group has distinguished Itself through its Innovative Approach and Relentless Pursuit of Excellence. With his Many Years of Experience in the Industry, Riccardo Giraudi has established Himself as a Leader in the Art of Gastronomy. He has developed a Series of Culinary Concepts that blend Tradition and Modernity, with a Particular Focus on Product Quality, the Aesthetics of the Spaces, and the Guest Experience. Riccardo's Ambition is to offer Unforgettable Moments where Conviviality and Elegance meet around Flavorful and Refined Dishes.

Source: Café Lacoste, 16 Avenue Franklin Delano Roosevelt, 75008 Paris.

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