



LACOSTE “SAVE OUR SPECIES”
AD CAMPAIGN





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DOES NOT RAISE AWARENESS
ABOUT HOW MANY ANIMALS LEFT

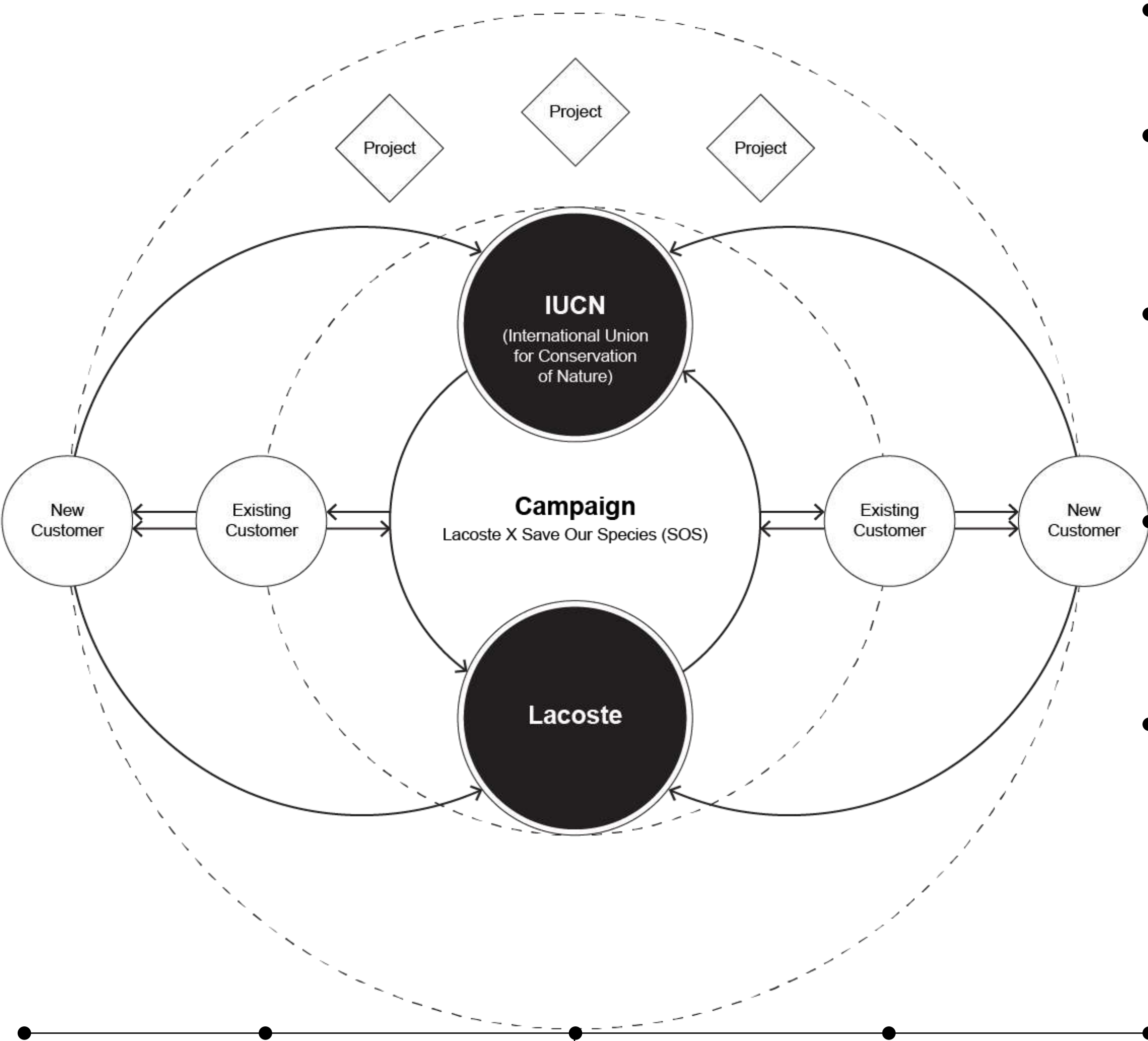


**"What kind of advertising can be
classified as successful 'green' ad?"**

System

Leakages

Using information from the “2020 Sustainable Development Report” and the brand’s website, I looked for subtle leaks between each system.



Funding Projects

Following the campaign, a Call for Proposals opened for projects targeting any of the ten species. Three projects got awarded with the Lacoste funds: *a project to protect the Critically Endangered Burmese Roofed Turtle, another to protect the Critically Endangered Mountain Chicken, and another one to protect the Critically Endangered North Atlantic Right Whale.*

Sustainability

“As part of a three-year collaboration, IUCN Save Our Species and fashion brand Lacoste are joining forces to inspire support for threatened species.”

Supply Chain

“Reducing the Environmental Impact per Product by 15%”

It notes that Lacoste monitors four impacts (Non-renewable energy consumption, Greenhouse gas emissions, Water consumption, Eutrophication of water resources) across different stages of product development, implying variations in impact distribution throughout the process.

Own Rating System

Lacoste has created a rating system that is applicable to all Tier 1 to 5 suppliers. With three levels of excellence – “silver”, “Gold” and “Platinum” – reflecting the business and societal requirements of company.

“OUR COMMITMENTS FOR COMMUNITIES BY 2025”

100% of our cotton fiber will be produced by suppliers rated «Silver» or above;	100% of the manufacturing partners for our textile products will be rated «Silver» or above.
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Purpose

Design for Justice

The acclaimed Lacoste “Save Our Species” ad campaign received numerous accolades, yet it also faced significant public criticism. Despite the widespread sell-out of their polos, Lacoste faced allegations of "greenwashing," with ample evidence highlighting their detrimental environmental impact.

In response, **we've developed a comprehensive checklist aimed at evaluating the integrity of "green" ad campaigns.** Moreover, we aim to shed light on Lacoste's minimal positive contributions to the environment, especially considering their vast resources that could be used for significant environmental aid.

Through our analysis, we've identified numerous “leakages” & information gaps in Lacoste's processes, which often remain unnoticed by the public or lack awareness. Consequently, our visual representations are designed **to advocate for justice, revealing the reality behind Lacoste's environmental initiatives and empowering individuals to make more informed choices.**



Green Claims Code

What are Green Claims?

Green claims (sometimes called 'environmental claims' or 'eco-friendly claims') are claims that show how a product, service, brand or business provides a benefit or is less harmful to the environment.

Many businesses use green claims to help market their products or services. They do this through a range of methods such as: statements, symbols, emblems, logos, graphics, colours and product brand names.

- **Be truthful and accurate**
- **Be clear and unambiguous**
- **Not omit or hide important information**
- **Only make fair and meaningful comparisons**
- **Consider the full life cycle of the product**
- **Be substantiated**



Green Claims Code Checklist

1. The claim is accurate and clear for all to understand
2. There's up-to-date, credible evidence to show that the green claim is true
3. The claim clearly tells the whole story of a product or service; or relates to one part of the product or service without misleading people about the other parts or the overall impact on the environment
4. The claim doesn't contain partially correct or incorrect aspects or conditions that apply
5. Where general claims (eco-friendly, green or sustainable for example) are being made, the claim reflects the whole life cycle of the brand, product, business or service and is justified by the evidence
6. If conditions (or caveats) apply to the claim, they're clearly set out and can be understood by all
7. The claim won't mislead customers or other suppliers
8. The claim doesn't exaggerate its positive environmental impact, or contain anything untrue – whether clearly stated or implied
9. Durability or disposability information is clearly explained and labelled
10. The claim doesn't miss out or hide information about the environmental impact that people need to make informed choices
11. Information that really can't fit into the claim can be easily accessed by customers in another way (QR code, website, etc.)
12. Features or benefits that are necessary standard features or legal requirements of that product or service type, aren't claimed as environmental benefits
13. If a comparison is being used, the basis of it is fair and accurate, and is clear for all to understand

Goodwill
Measurable Impact
Non-Fictional
Emotional Connectivity
Collaboration
Motivation
Timeline

Analysis

Website

I evaluated the content of the campaign website using our evaluation criteria. I highlighted areas in green where the information was clear and accurate after reading the text, and highlighted areas in red where the information was ambiguous or missing.

- clear, accurate, and meets the evaluation criteria
- somewhat clear but may be partially ambiguous or requires additional details
- ambiguous or incomplete but some assumptions can be made
- highly ambiguous or insufficient to make an evaluation
- not necessary or not relevant



Goodwill



Measurable Impact



Motivation



Non-Fictional



Emotional Connectivity



Collaboration



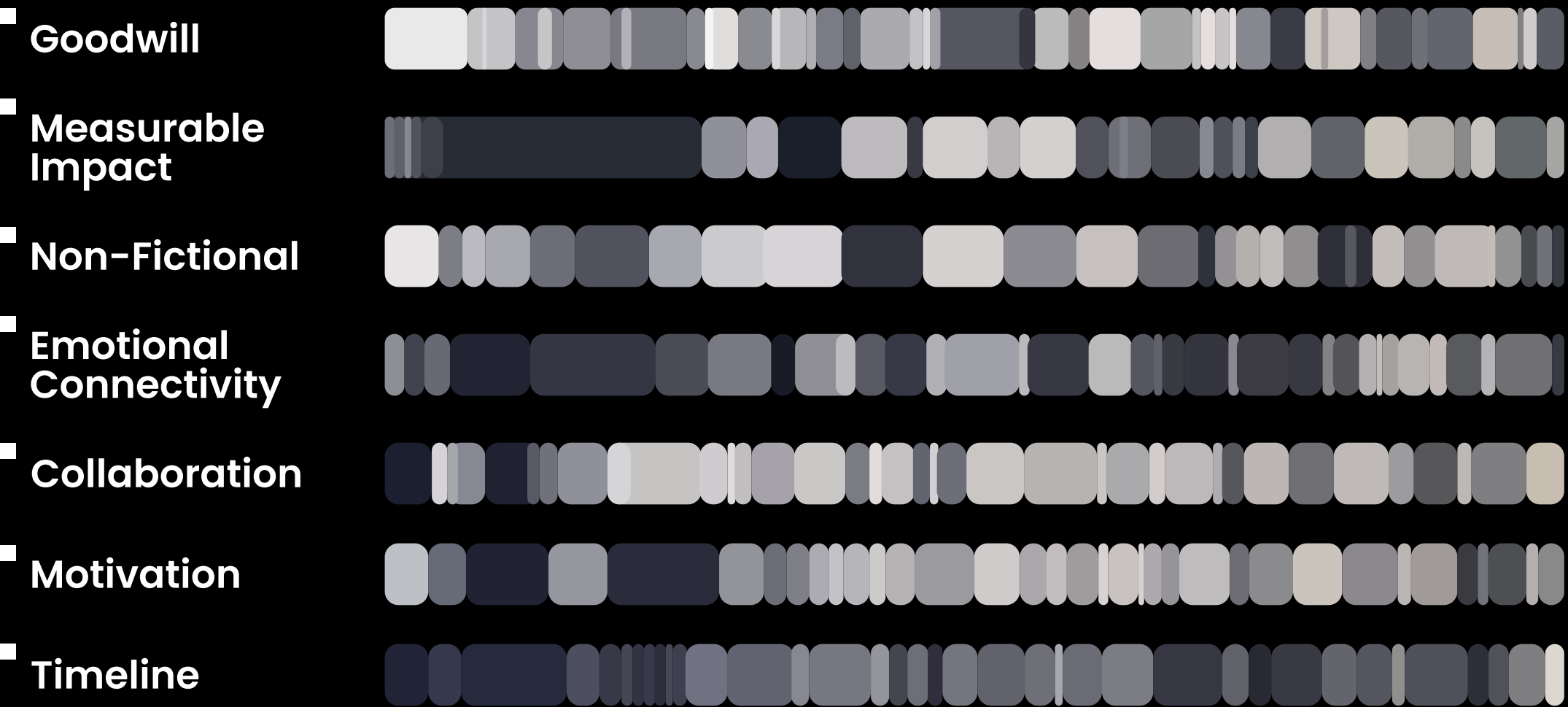
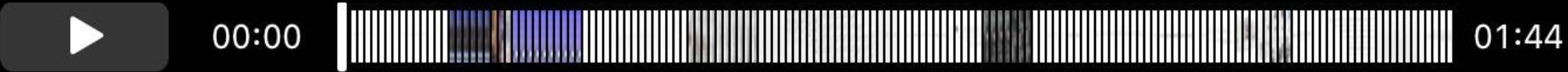
Timeline

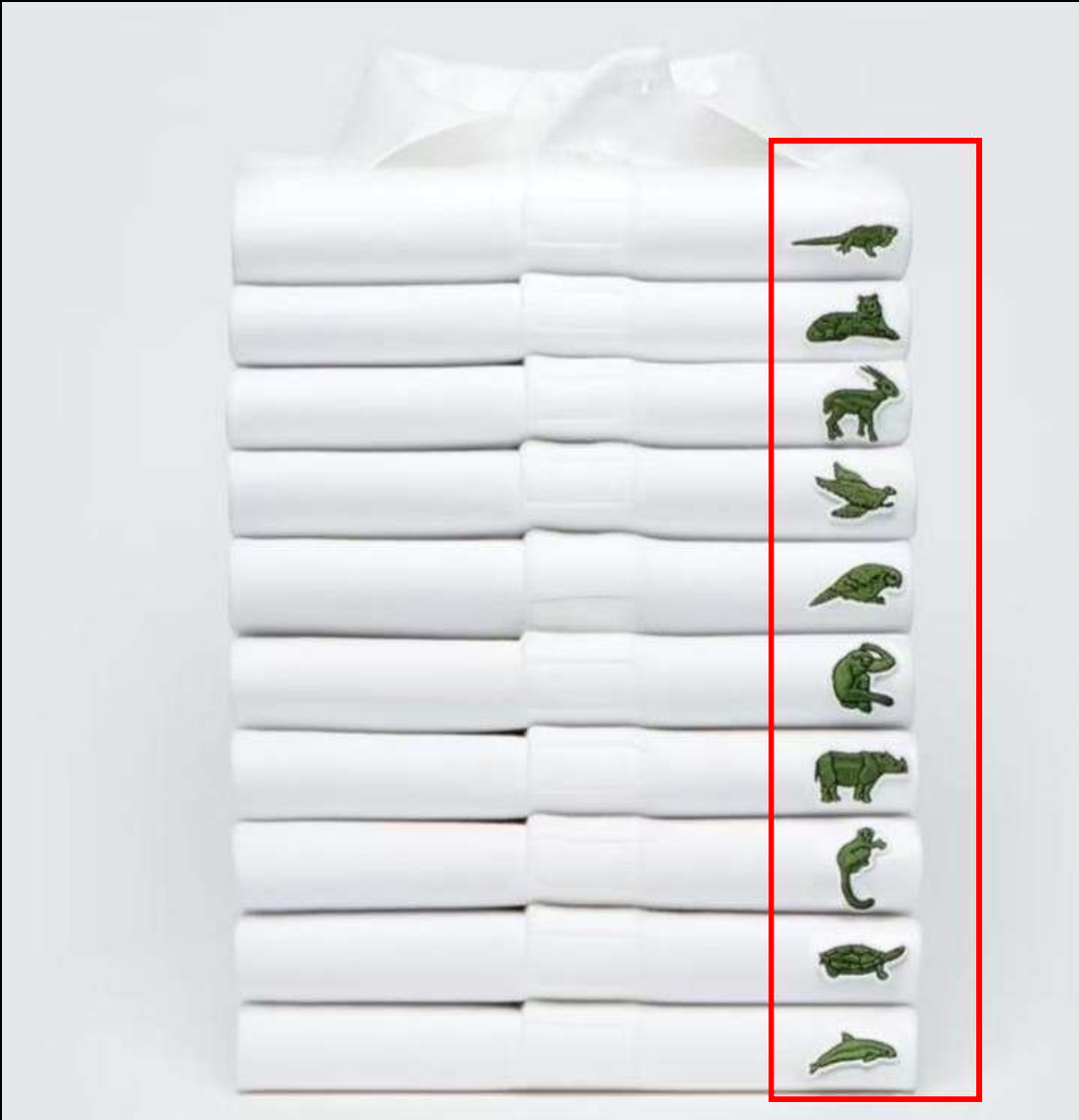


■ Analysis

Advertise

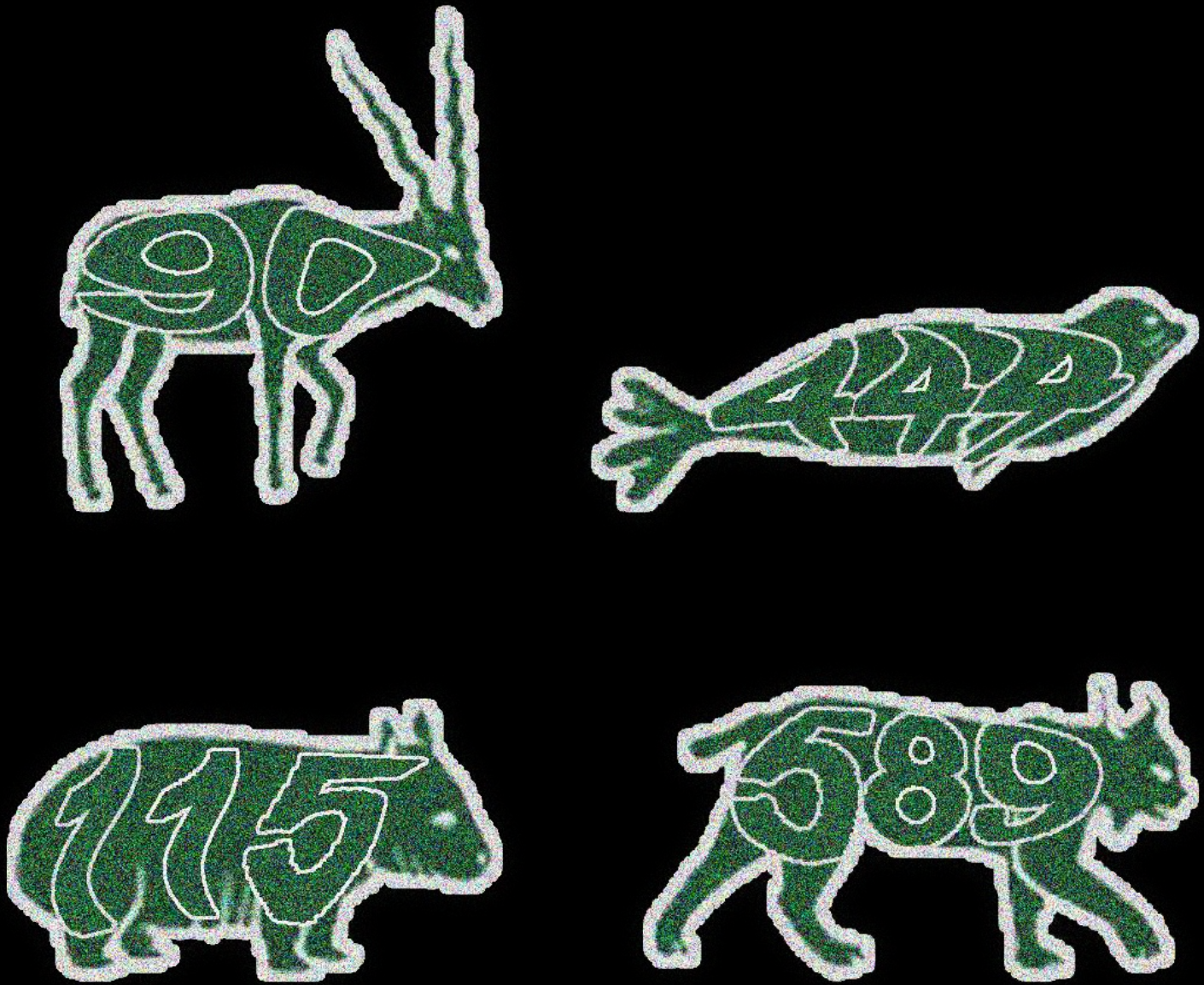
I also found another advert from this campaign and analysed them using the same evaluation criteria. I checked the missing information against the timeline of the video and expressed it in terms of brightness: the closer to black, the more ambiguous or missing information.





LACOSTE “*SAVE OUR SPECIES*”
AD LOGOS (that spread more awareness)

VS



Overall rating: Not good enough



Our ratings are based on a scale from 1 (We avoid) to 5 (Great) [How we rate](#)

Lacoste's environment rating is 'not good enough'. It uses some eco-friendly materials including organic cotton. There is no evidence it has set a greenhouse gas emissions reduction target. There is no evidence it implements water reduction initiatives in its supply chain. There is no evidence it minimises textile waste when manufacturing its products.

Its labour rating is 'not good enough'. Little of its supply chain is certified by labour standards which ensure worker health and safety, living wages or other labour rights. It received a score of 31-40% in the 2021 [Fashion Transparency Index](#). There is no evidence it implements practices to support diversity and inclusion in its supply chain. There is no evidence it ensures payment of a living wage in its supply chain. It does not disclose any policies or safeguards to protect suppliers and workers in its supply chain from the impacts of COVID-19.

Its animal rating is 'not good enough'. It has a formal animal welfare policy aligned with [Five Freedoms](#) but has no clear mechanisms to implement. It uses wool, leather, down and exotic animal hair. It does not use fur, angora or exotic animal skin. It traces some animal products to the first stage of production.

Lacoste is rated 'Not good enough' overall.

Last updated February 2022



PHOTO ALBUM

A look at Lacoste collaborations since 2008.



LACOSTE X GOOP, 2022
Flashback to the 80s with Goop, the lifestyle reference.

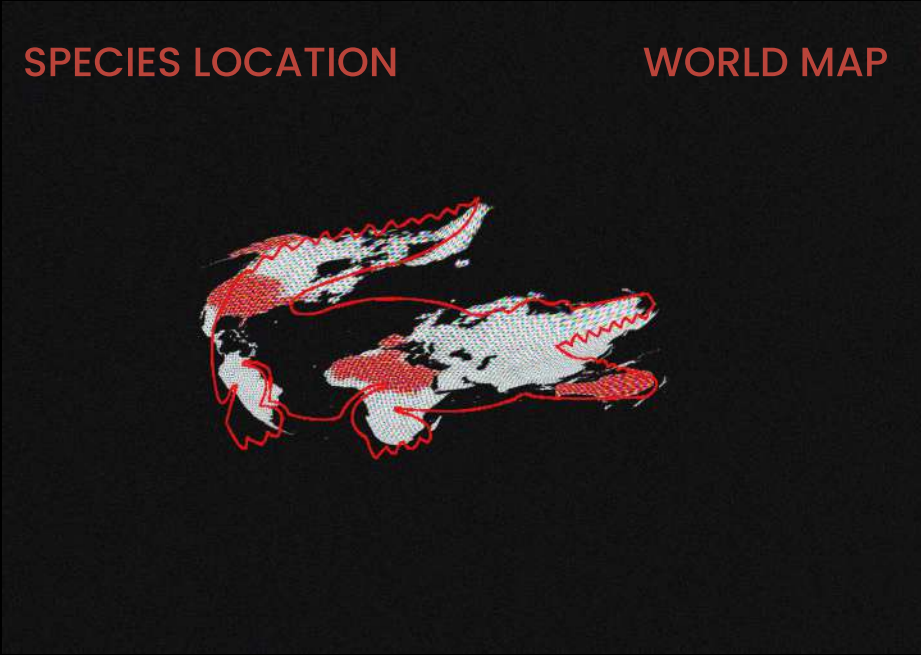
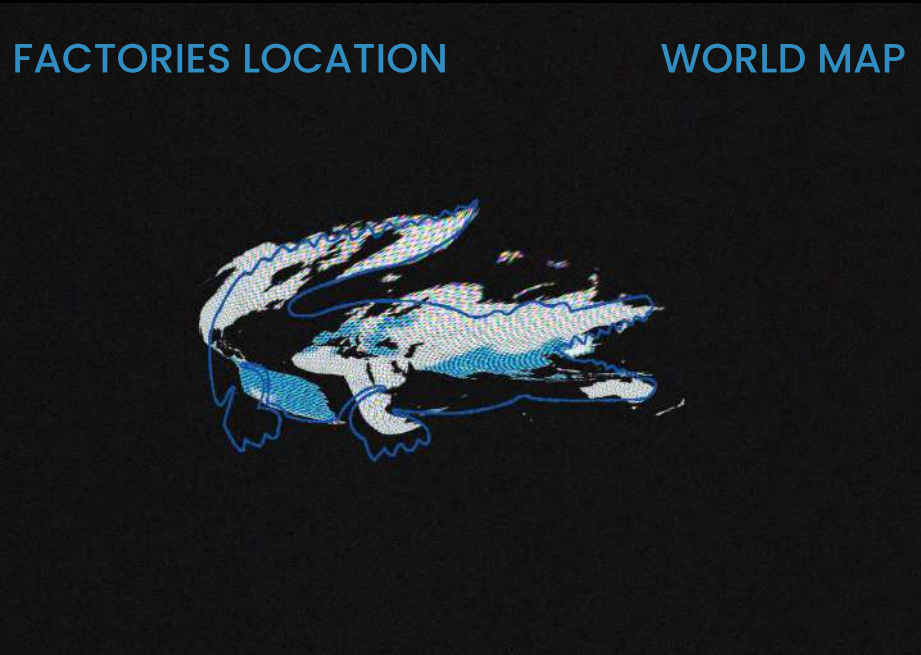
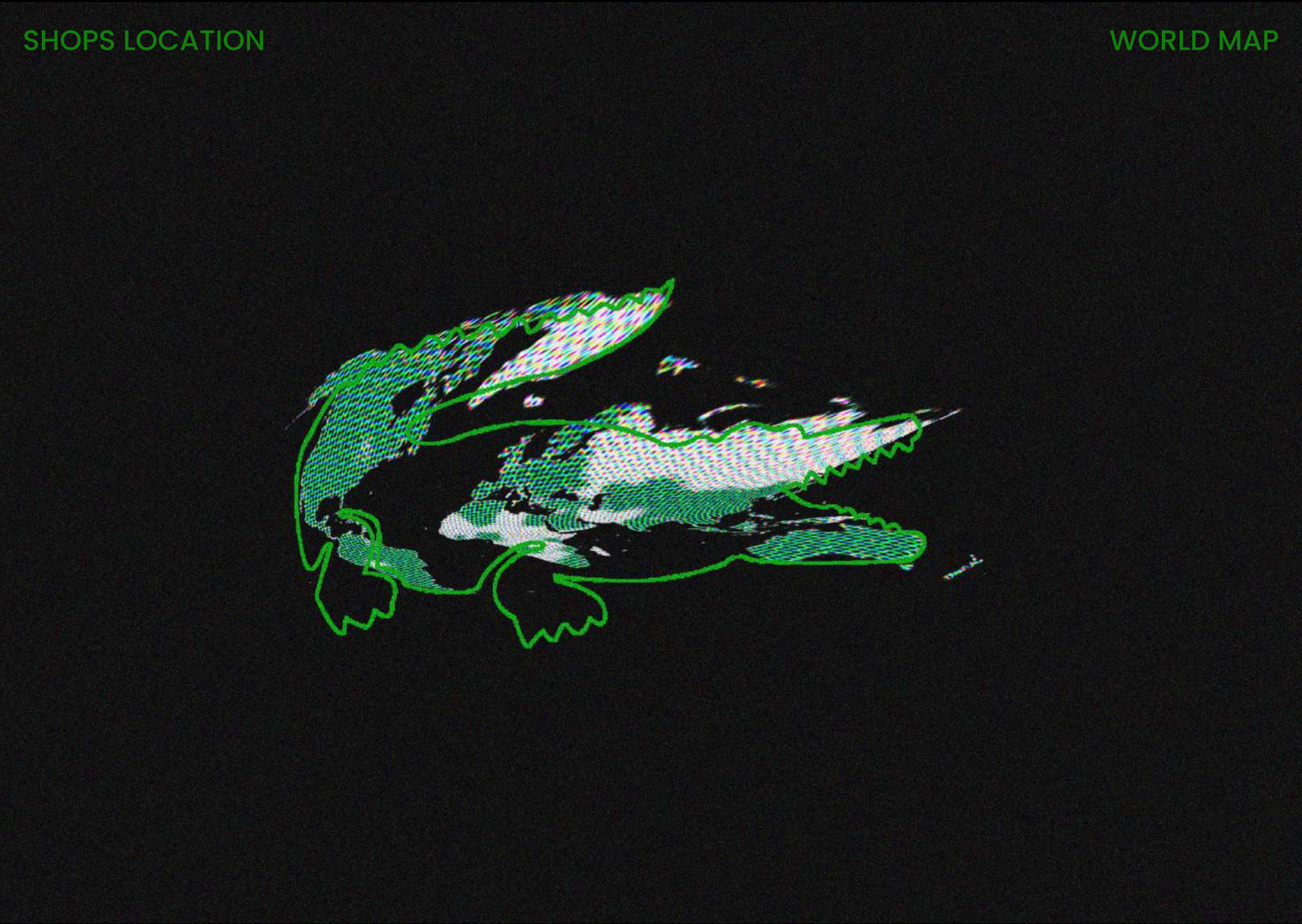


LACOSTE X THRASHER, 2022
The Bible of skateboarding, teams up with Lacoste, and a combustible collection of crocodiles is born.



LACOSTE X A.P.C, 2022
Modernity. Sophistication. Styles blend to perfection.

LACOSTE “*SAVE OUR SPECIES*” AD CAMPAIGN –
BARTER SYSTEM OF ANIMAL DERIVED GOODS ?



COMPLEX INTER-RELATIONSHIPS OF SCALE
BETWEEN PEOPLE, LAND & MATERIALS

W R C

WORKER RIGHTS
CONSORTIUM

(202) 387-4884

(202) 387-3292

workersrights.org

5 Thomas Circle NW

Fifth Floor

Washington, DC 20005

WRC Case Brief:

Lacoste Linked to Factory in China that Reportedly Uses Forced Labor

The Worker Rights Consortium (WRC) has determined that the global clothing brand, Lacoste, produced apparel at a factory that has been identified by independent researchers as using forced labor.

The factory, Yili Zhuo Wan Garment Manufacturing, is located in the Ili Kazakh Autonomous Prefecture, part of the Xinjiang Uyghur Autonomous Region (XUAR) of China. This part of the XUAR is home to members of the Kazakh ethnic group, one of the Muslim minority peoples that are targets of the Chinese government’s brutal campaign of repression in the region. The factory makes leather gloves and other products for export. Its address is Home Textile Park, Number 5, Yining County, Yili.¹

Lacoste, with \$2.2 billion in annual revenue, sells apparel in 120 countries and operates its own retail stores around the world, as well as boutiques within larger department stores.² Lacoste sponsors a number of leading professional tennis players, including number-one-ranked Novak Djokovic. The brand is owned by the Swiss holding company, Maus Frères.

The Center for Strategic and International Studies (CSIS), a US-based research and policy organization which issued a widely-read report last year on forced labor in the XUAR, documented the abuses suffered by a woman who was forced by the Chinese government to work at Yili Zhuo Wan Garment.³ According to CSIS: After subjecting the woman to extra-judicial detention in a series of internment camps, the government, upon releasing her from



LACOSTE “SAVE OUR SPECIES”
 (“SPECIES” being referred to the forced labour)

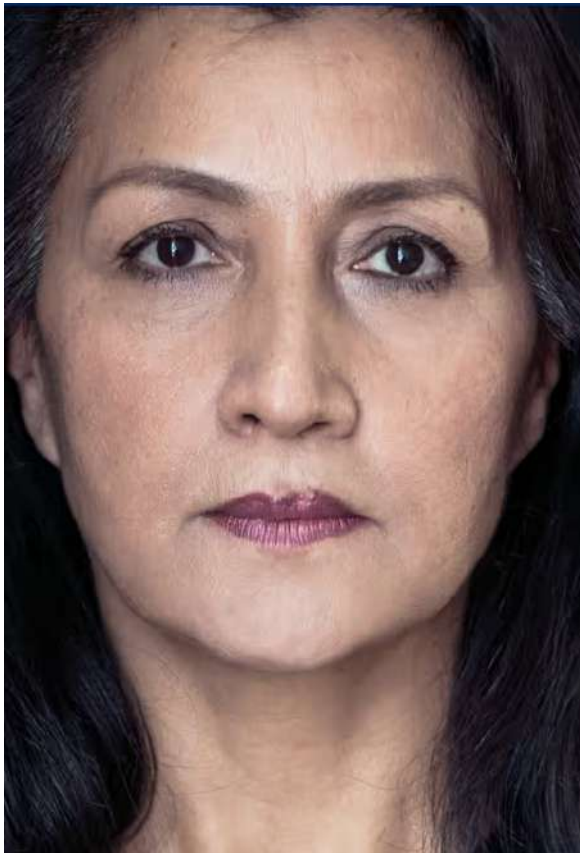
Factory name	Supplier	Factory address	City	Country	Product Type	Nb of employees	Women/Men Ratio	Tier Level
Ambra sh.p.k.	GIUNTINI	L15, Rruga Aleksander Goga	Durres	Albania	Garment	420		1
SCIALLO ANGEL ROGELIO	ANGEL SCIALLO	La Pampa 5050	CABA	Argentina	Garment	20		1
Vesuvio SACIFel	LACOSTE	Ruta Nacional 40 entre calles 5 y 6 – Pocito	San Juan	Argentina	Garment	272	69	1
Will Der S.A.	Will Der S.A.	Rosetti 3464, Olivos	Vicente Lopez	Argentina	Garment	93		1
Cacique Artefatos De Couro Ltda.	Cacique Artefatos De Couro Ltda.	Avenida Jacinto Caetano Pimenta ,135 - Parque Industrial, São Sebastião	São Sebastião do Paraíso - MG,	Brazil	Footwear	218	51	1
Comask Indústria e Comércio Ltda	COMASK	Rua Antonio Aparecido Ferraz, 610 - Sorocaba / SP	Sorocaba	Brazil	Garment	207	53	1
JP Soares de Lima EPP	COMASK	Rua Dalton Antonio Tramontin, 320 - Quatigua - PR	Quatigua	Brazil	Garment	56	23	1
Paquetá Calçados Ltda	PAQUETÁ CALÇADOS LTDA	Rua Bento Avila de Sousa, 137	Itapajé	Brazil	Footwear	1391	43	1
Pettenati S/A Textile Industry	PETTENATI	ROD RSC 453 KM 2,4 3921distrito Industrial- Caxias do Sul 95010-550	Caxias do Sul	Brazil	Garment	579	84	1
Têxtil H.J.Hering Ltda	Têxtil HJHering Ltda	Street: Rio de Janeiro, 965, Bairro dos Estados - Zip Code: 89.086-723	Indaial - Santa Catarina	Brazil	Garment	0		1
ENDJI STIL GROUP LTD	MTM (Manufacture Textile Mérida)	Bulgaria, 4500 Panagyurishte, Industrialen park Optiko Elektron-Korpus	4500 Panagyurishte	Bulgaria	Garment	33		1
AYC Garment Factory Co. Ltd	Archid Garment Factory Ltd	National Road No.4, Tropaing Phum Village, Peuk Commune, Angsnou	Kandal Province	Cambodia	Garment	834	69	1
Eminent Garment (Cambodia) Limited	High Fashion	Pluv 21, Phum Prek Thmey, Khum Teuk Vil, Srok Saang, Ket Kandal, Can	Kandal Province.	Cambodia	Garment	666	87	1
Ideal Pacific (Cambodia) Ltd	Ideal Pacific (Cambodia) Ltd	Phum Sangkrous Cheat, Tropaing Korng Commune, Samrong Tong Distr	Kompong Speu Province	Cambodia	Leather goods	493	81	1
Lin Wen Chih Sunbow Enterprises Co. Ltd.	Capital Concord Enterprises Limit	Phum Siemreap, Phum Chey Chumnas, Khum Siemreap, Srok Kandal St	N/A	Cambodia	Footwear	8116		1
M&V International Manufacturing Ltd	TIEN HU	National Road No 5, Trapeang Choek Sa Village, Krong Kampong Chhna	Kampong Chhnang Province	Cambodia	Garment	1684	78	1
Ocean Apparel Manufacturing Company Limited	Greenrich	National Road# 4, TRAPANG TOUL VILLAGE, KAMBOL COMMUNE, KAMB	PHNOM PENH CITY	Cambodia	Garment	1968	80	1
Quan Ming Handbag (Cambodia) Industrial Co Ltd	Quan Ming Handbag (Cambodia) I	National Road 6, Phum Russey Chroy, Khum RusseyChroy, Srok Muk Ko	Kandal Province	Cambodia	Leather goods	0		1
QUANTUM CLOTHING (CAMBODIA) LIMITED	SMART SHIRTS	Building No. 313AB, Street Chomchao, Sangkat Chomchao, Khan Posen	Phnom Penh	Cambodia	Garment	866	89	1
Smart Shirts Garments Manufacturing (Cambodia) Co., Ltd, CBK1	SMART SHIRTS	#168,National Road 41 ,Srang Village, Srang Commune, Kung Pisey dist	Kompong Speu Province	Cambodia	Garment	2022	84	1
Smart Shirts Garments Manufacturing (Cambodia) Co., Ltd, CBK2	SMART SHIRTS	#006878,National Road 41 ,Srang Village, Srang Commune, Kung Pisey c	Kompong Speu Province	Cambodia	Garment	1289	84	1
Smart Tex Garment (Cambodia) Co., Ltd	Smart Shirts	PREYCHAS VILLAGE, VIHEARSOUR COMMUNUE, KHSACH KANDAL DISTR	Kandal Province.	Cambodia	Garment	835		1
Anhui Sunrise Apparel Limited	SMART SHIRTS	Industrial Park of Yingshang County, Fuyang City, Anhui Province, Chin	Fuyang	China	Garment	613	73	1
Changshu Shishi Fashions Co., Ltd	CHANGSHU SHISHI	No. 55, Shuanghuang Road, Zhitang Town, Changshu City, Jiangsu Prov	Jiangsu	China	Garment	250	66	1
Changzhou Linge fashion Co., Ltd	Smart Shirts	No. 6 Tianshan Road, Xinbei District	Changzhou	China	Garment	382		1
Changzhou Qingqing Knitted Factory	Sunham Home Fashions LLC	No.1315 Jinsha District, Changzhou City, Jiangsu Province	Changzhou	China	Home Textiles	163		1
DaiJiang Bag	keiley	NO. 147 TangDaoWan Road,YinZhu Street, HuangDao District, QingDa	QingDao	China	Leather goods			1
DONGGAUN HOUJIE YINGDE LEATHER CO.,LTD.	DONGGAUN HOUJIE YINGDE LEATH	ROOM 201, NO.1, HOUJIE SECTION, HOUHU ROAD, HOUJIE TOWN, DON	Dongguan	China	Leather goods	46		1
Dongguan Dongjun garment Co.,Ltd	GREEN RICH	2/F, Building A, Xinyong Sheng Technology Park, Min Chang Road Nan	2 Dongguan City	China	Garment	54		1
DONGGUAN KA'S FIED LEATHER GOODS CO., LTD	KAS FIELD LEATHER GOODS MANU	No.12, HeBeiLing 3rd Road, GuanJingTou, Fenggang Town, Dongguan C	Dongguan	China	Leather goods	363		1



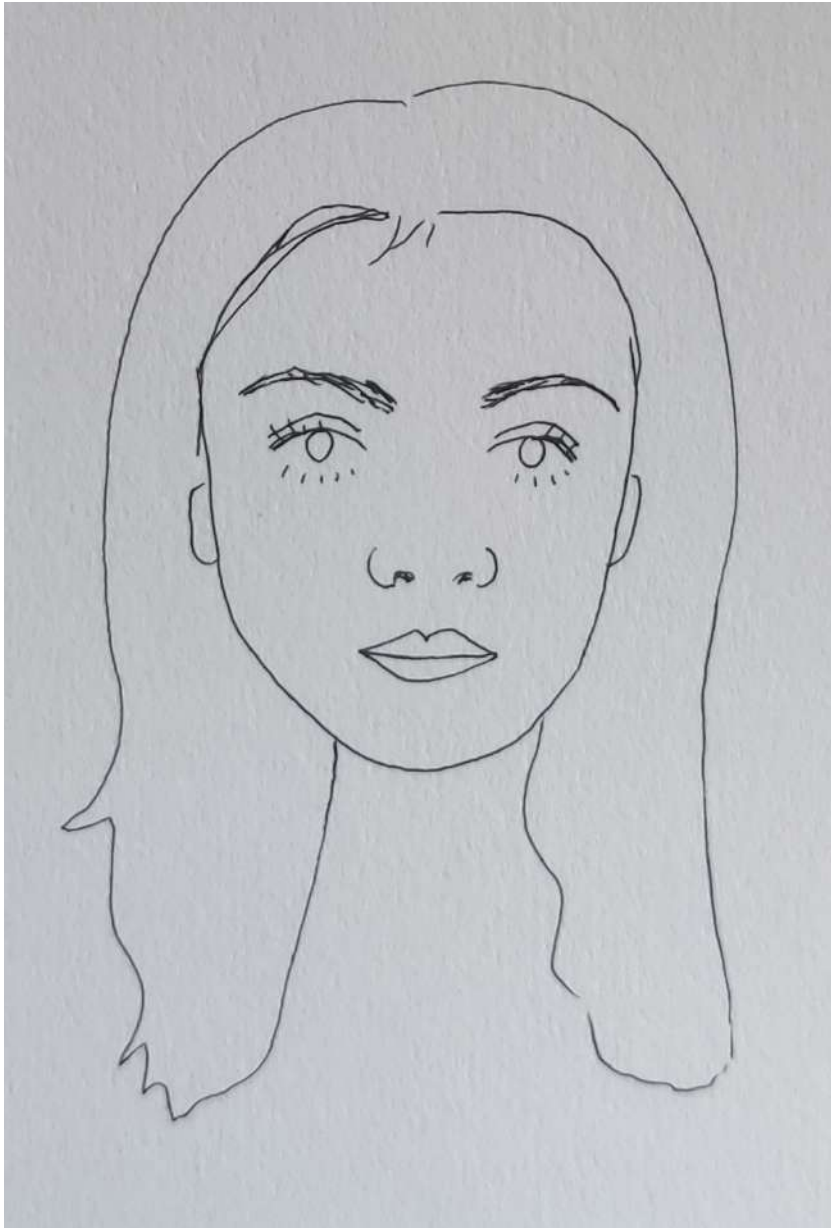
A LACOSTE FACTORY IN ARGENTINA



Uygur workers in a cloth factory in China's Xinjiang Uygur autonomous region. Photo: Shutterstock



📷 A worker gathers cotton yarn at a textile manufacturing plant in Xinjiang, in north-west China, in 2021. Photograph: Mark Schiefelbein/AP





DRAWING/HIGHLIGHTING THE ISSUE THROUGH EMBROIDERY

Within the mechanisms of production and consumption, various marketing strategies are emerging to target new consumer groups. **Some of these strategies have superficial objectives that are in line with the trends of modern society.** These campaigns may conceal the underlying purpose of the campaign and stimulate the consumer's desire to consume.

By contributing to these systems, designers can either hide information or discover and reveal what they have hidden.

And the ultimate ends of this 'higher understanding' are clear. 'Understanding people in order to be understood by them. Knowing how to speak to them in order to be heard by them. Knowing how to please them in order to interest them. In short, knowing how to sell them a product – your product. This is what we call "communication". (p. 169)

Baudrillard, J. 1970. *The Consumer Society: Myths & Structures*

Here, we must remember that the social role of designers is not simply to design to protect the private property of individuals or corporations. Instead, it is to increase access to information that is hidden throughout the entire process of a consumed product or service, and to lead to more sustainable consumption on a human and global scale.

At the foreground instead are the social forces that enlist the work of designers to support private property, cope with chronic overproduction, or burnish spotless images for companies that, you know, definitely don't exploit workers, defraud borrowers, or fuel climate change.

Chris Westcott. 2021. In *CAPS LOCK*, Ruben Pater Untangles the Relationship Between Graphic Design and Capitalism