

The Story of 'Save Our Species,' Lacoste's Gold-Winning Conservation Campaign

The case of the disappearing crocodile



LACOSTE X IUCN SOS



Steph Siddall @stephsiddall · Mar 4

Awesome example of cause related marketing from @LACOSTE
#LacosteSaveOurSpecies



GOLDBS @punknpoetry · Mar 2

Such a smart idea, the crocodile is iconic and using your brand to save endangered animals is such a good move for a brand 100
#LacosteSaveOurSpecies



Francis Mutil @francismutil · 11h

#LacosteSaveOurSpecies @LACOSTE temporarily replaced its polo shirts' crocodile logo with the images of 10 endangered species to help counter the threat of extinction.
A great communication strategy



Bernfried Bjornson Aren't they facilities dumping deadly toxins in southeast Asian rivers as well?
If they really want to counteract mass extinction, they need to stop that first.

Like · Reply · 1d



Catarina Rodrigues Esteves Want to make some real changes? Try changing your entire production to organic cotton and other ecological fibres. what good does it to give away money for charity if on the other side you are contributing to worlds pollution. not to mention the fair trade side...a real good change in the world should not induce people to consume more, but change the way they consume..

Like · Reply · 4d



Craig Cowan nice idea but in reality its outstanding advertising for the brand. I hate being a pessimist about something so serious. Under 2000 shirts isnt really gonna spread awareness. Though it will generate some cash

Like · Reply · 1d



Alessandro Ossola @lessandrOssola · 23h

The new and limited #Lacoste logos w #IUCN portray 10 endangered species. Can this make a difference for people awareness and #biodiversity #conservation or is it just #greenwashing ;



Tihana Klepac Because that will help the animals...how exactly?

Like · Reply · 1d

↳ 2 Replies



Marco Poletto This is called Greenwashing... A branding exercise designed to cover the horrible supply chain created in the years by the lacoste brand.

Like · Reply · 16h



Michael Deutsche-Marke Maybe they could start donating some of profits their \$80-120 polos to helping these species. Fkn joke, just a ploy to increase sales or an already grossly overpriced product made for pennies in China or other 3rd world countries.

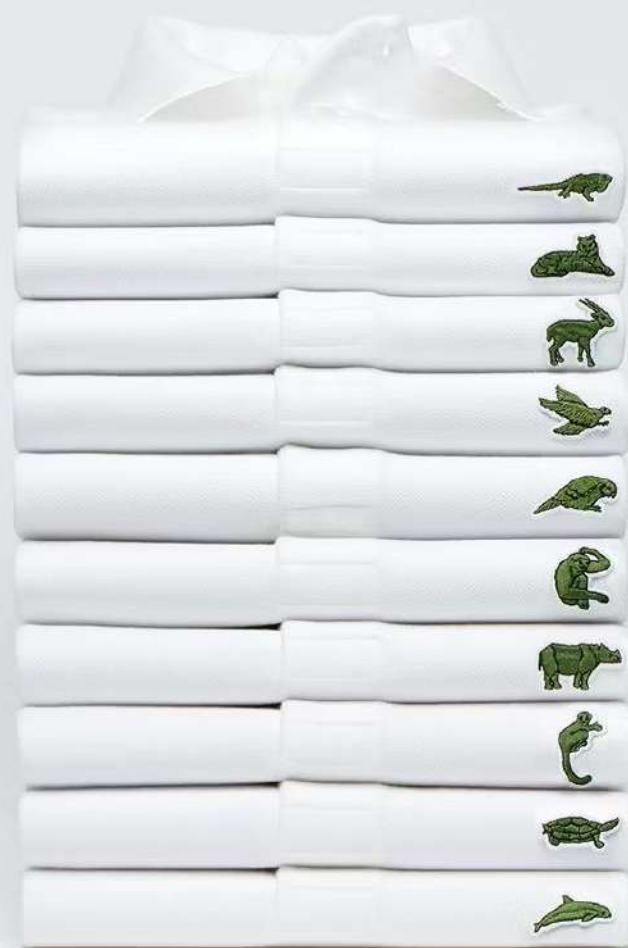
Like · Reply · 19h



Lacoste's "Save Our Species" AD CAMPAIGN

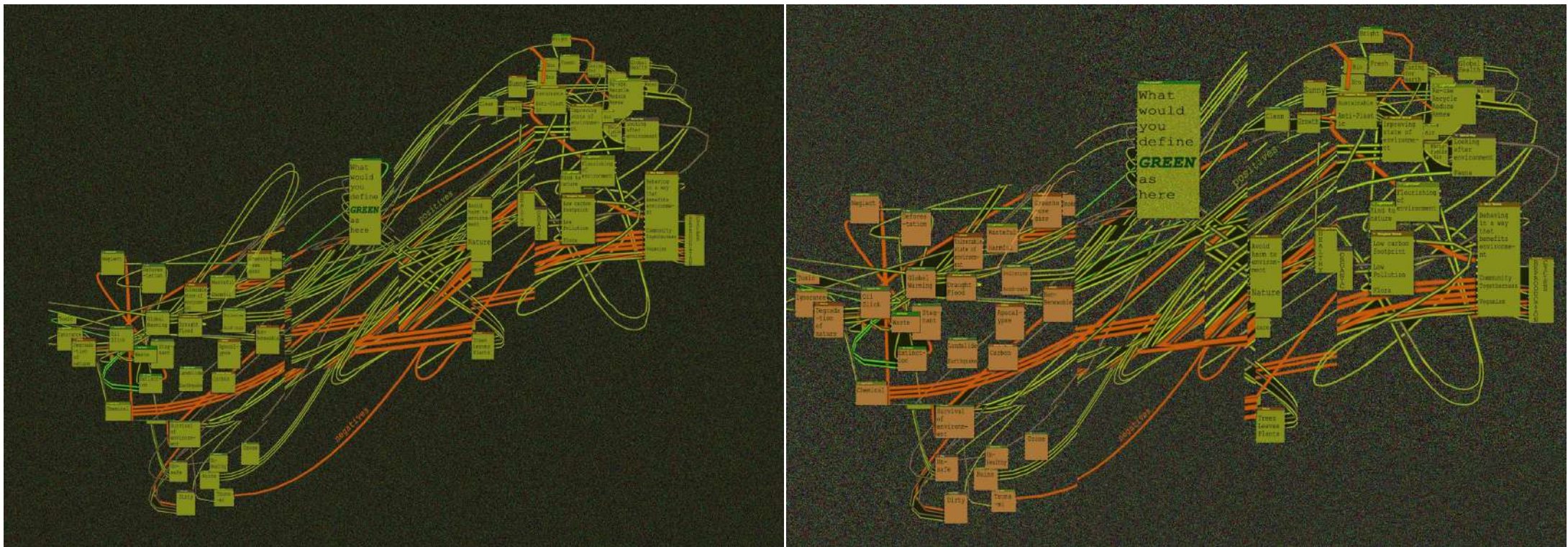
GREENWASHING ?

OR SUCCESS STORY?



WHAT DO YOU DEFINE AS GREEN AND FOR WHOM ?

METHODS OF CONTEXTUALISING

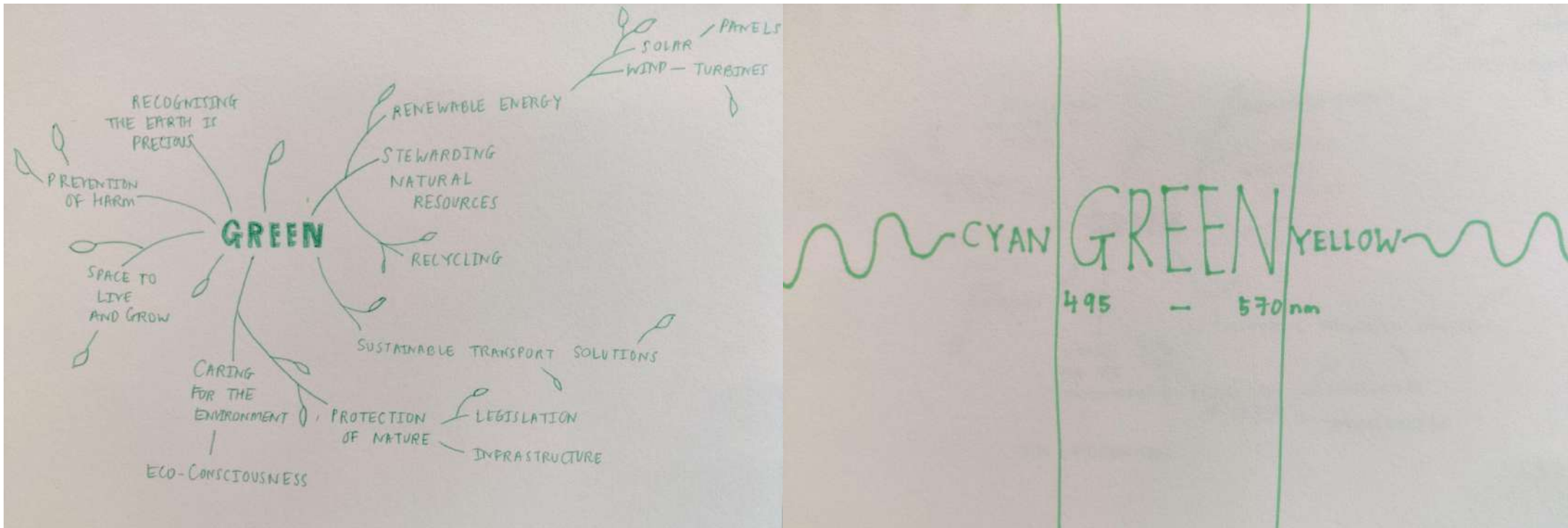


UNIT 1: 06 - 01 - 24

METHODS DEPLOYED:
METHODS OF ITERATING

WHAT DO YOU DEFINE AS GREEN AND FOR WHOM ?

METHODS OF CONTEXTUALISING

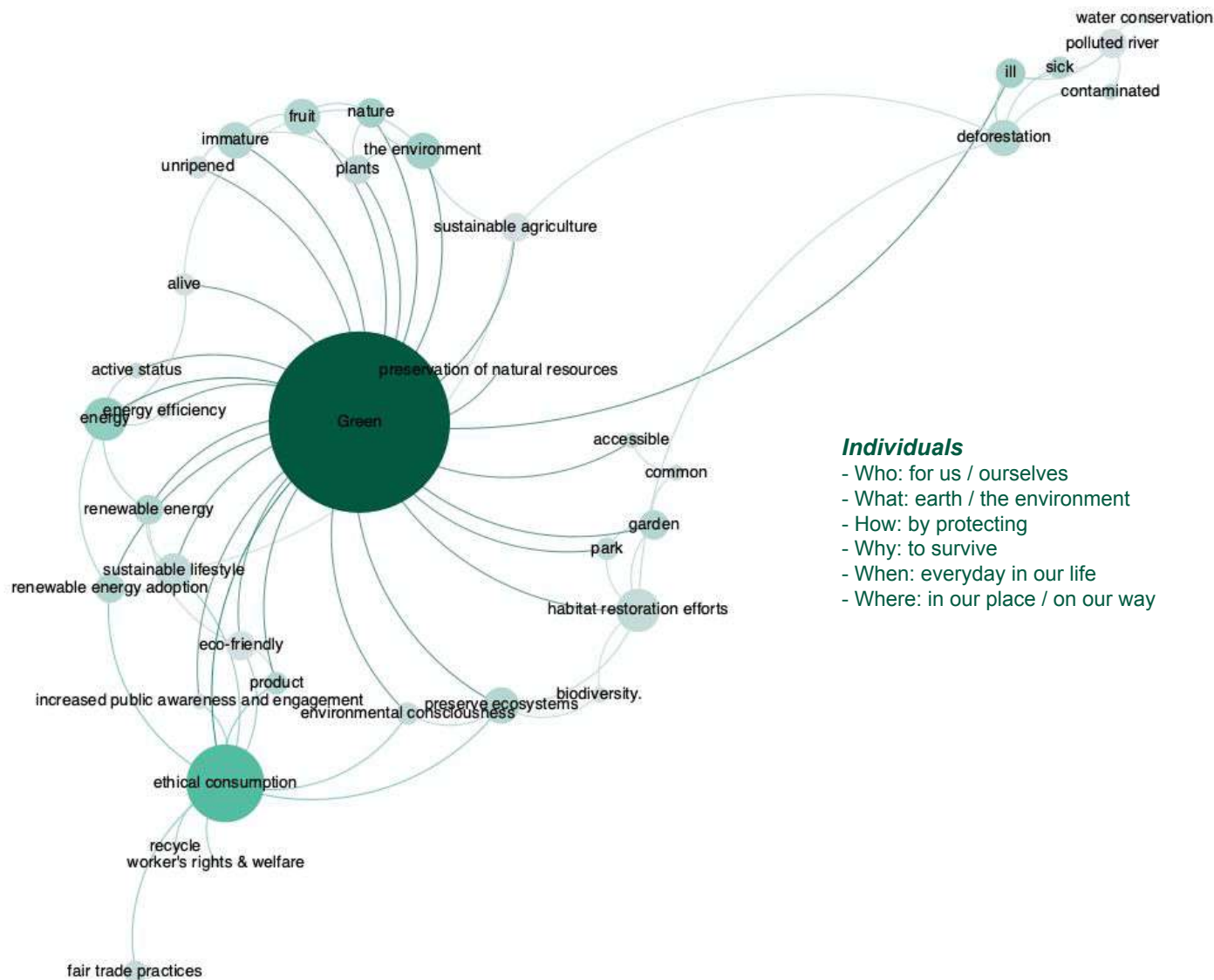


UNIT 1: 06 - 01 - 24

METHODS DEPLOYED:
METHODS OF ITERATING

WHAT DO YOU DEFINE AS GREEN AND FOR WHOM ?

METHODS OF CONTEXTUALISING



Individuals

- Who: for us / ourselves
- What: earth / the environment
- How: by protecting
- Why: to survive
- When: everyday in our life
- Where: in our place / on our way

Corporations

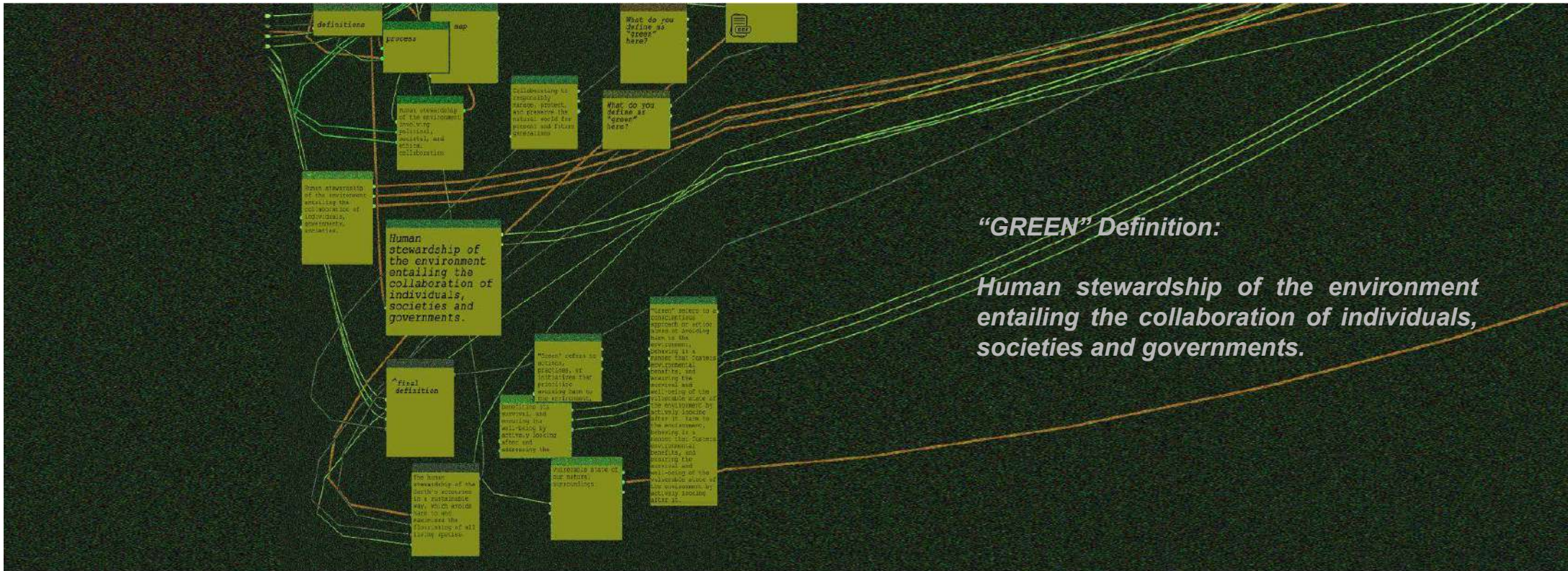
- Who: for customers
- What: product / service
- How: by promoting
- Why: to sell / to encourage people to participate
- When: advertising
- Where: medium

UNIT 1: 06 - 01 - 24

METHODS DEPLOYED:
METHODS OF ITERATING

WHAT DO YOU DEFINE AS GREEN AND FOR WHOM ?

METHODS OF CONTEXTUALISING



“GREEN” Definition:

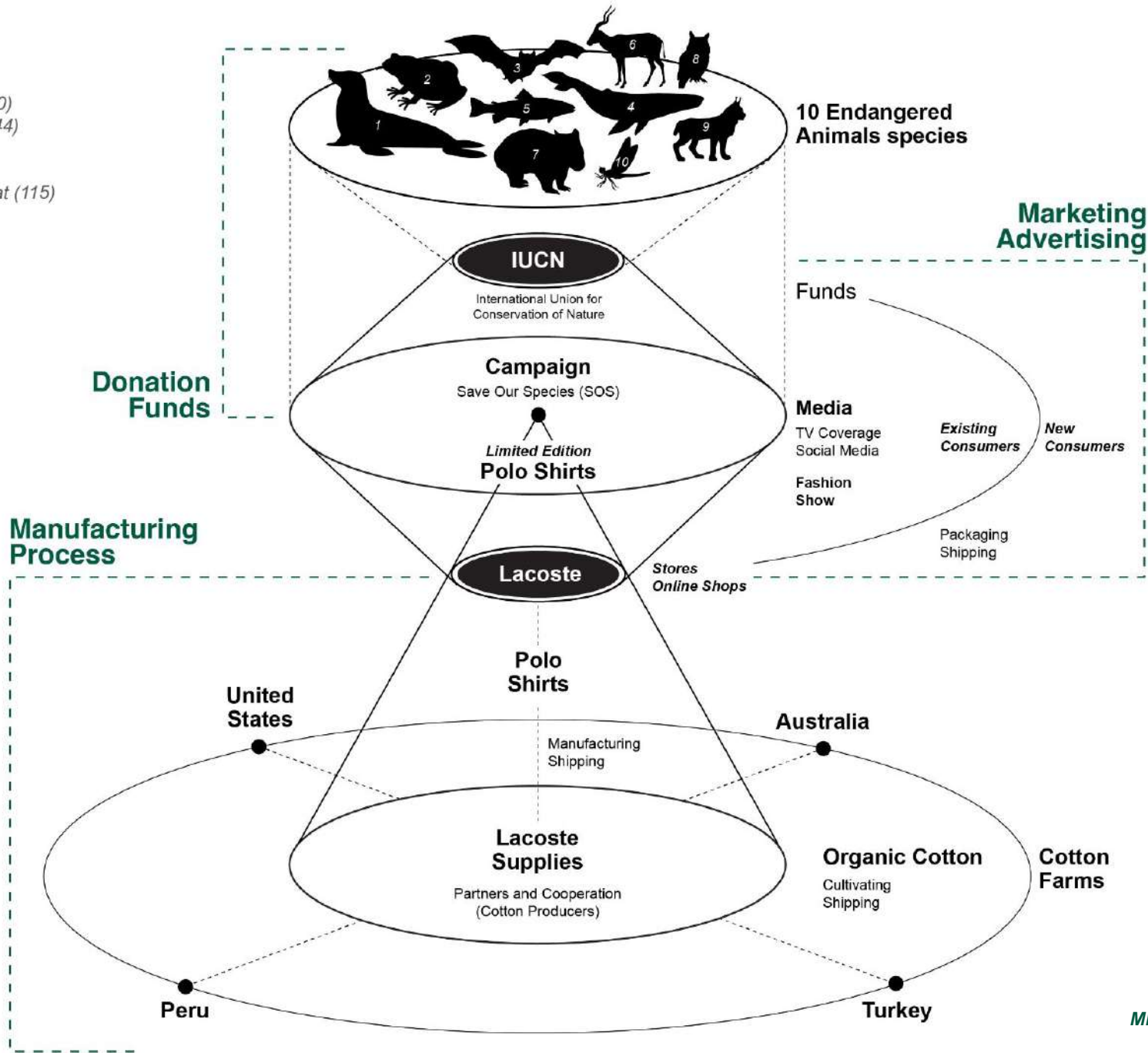
**Human stewardship of the environment
entailing the collaboration of individuals,
societies and governments.**

UNIT 1: 09 - 01 - 24

METHODS DEPLOYED: METHODS OF ITERATING

WHAT ARE THE SYSTEMS AND NETWORKS CONNECTED TO THIS PARTICULAR CAMPAIGN?

- 1. Hwaiian Monk Seal (1400)
- 2. Mountain Chicken (132)
- 3. Yemeni Mouse-Tailed Bat (150)
- 4. North Atlantic Right Whale (444)
- 5. Opal Goodeid (150)
- 6. Addax (90)
- 7. Northern Hairy-Nosed Wombat (115)
- 8. Moheli Scops-Owl (400)
- 9. Iberian Lynx (589)
- 10. Cebu Damselfly (50)



WHAT ARE THE SYSTEMS AND NETWORKS CONNECTED TO THIS PARTICULAR CAMPAIGN?

METHODS OF CONTEXTUALISING

Lacoste is not taking adequate steps to ensure payment of a living wage for its workers.

Lacoste sustainability rating



Overall rating: Not good enough

There are other companies who have come a little closer to the target but who have used sustainability as a marketing tool rather than creating a framework for a sustainable initiative. Case in point, Lacoste's campaign in collaboration with the IUCN (International Union for Conservation of Nature) which used ten endangered animal species in the place of its iconic crocodile logo. Although the campaign raised awareness for a good cause, it created a false façade of sustainability to the public. If we look at the facts, databases like [Rank A Brand](#) give companies and manufacturers a sustainability score based on their conscious efforts, and Lacoste has earned what they call the 'E level', "by communicating nothing concrete about policies for the environment, carbon emissions or labor conditions in low-wages countries." Additionally, they've ranked even lower on the [Corporate Information Transparency Index \(CITI\)](#) which evaluates environmental management and water pollution in Chinese supply chains. Brands like KLM and Lacoste participated in what activists might call "greenwashing", a type of marketing strategy which misleads consumers into believing a company is sustainable or environmentally sound when they are not.

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

METHODS OF CONTEXTUALISING

PEOPLE

Producers Scale

Lacoste serves as both a producer of apparel and a promoter of environmental conservation. By incorporating endangered species logos into its products, Lacoste not only caters to consumer preferences but also educates and inspires them to support wildlife conservation efforts.

Consumers Scale

Consumers, in turn, influence producers by expressing their values through purchasing decisions, thereby driving demand for sustainable and socially responsible products.

Individual Scale

Consumers engage with the campaign by purchasing Lacoste polo shirts featuring embroidered logos of endangered species. This action not only raises awareness but also contributes financially to conservation efforts.

Community Scale

Lacoste enthusiasts, environmental activists, and conservation organisations come together to support the campaign's goals, fostering a sense of solidarity and collective action toward biodiversity conservation.

UNIT 1: 09 - 01 - 24

METHODS DEPLOYED:
METHODS OF INVESTIGATING

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

METHODS OF CONTEXTUALISING

These results can be understood from the perspective of the Elaboration Likelihood Model, which provides a framework for the effectiveness of different persuasive strategies (Petty & Cacioppo, 1986). This campaign uses both peripheral and central routes of persuasion.

Peripheral routes rely on attractive cues that generate an instant response, such as the special line of polo shirts and the launch at Paris Fashion Week, neither requiring people to dedicate much time and effort to interpret the message (Petty & Cacioppo, 1986) and therefore cutting through competitive media. This explains the high level of interest from the public and the media, as well as the positive brand impression most of the interviewees felt.

Using an integrated media campaign featuring social media influencers, **the limited-edition polo-shirts sold out within 24 hours!**

The campaign went viral on social media and quickly jumped into mainstream press, resulting in worldwide television coverage in a matter of days.

Lacoste X SOS Campaign Website

However,

The campaign's focus on consumerism and product sales to drive donations may foster a superficial sense of environmental responsibility rather than genuine engagement in conservation efforts.

Additionally, there's a risk of complacency or tokenism in supporting the campaign through product purchase. Consumers may perceive the purchase of Lacoste products with endangered species logos as a sufficient contribution to conservation without further engagement of understanding of broader environmental issues.

METHODS DEPLOYED: METHODS OF INVESTIGATING

Estimated population*

90

ADDAX

(*Addax nasomaculatus*)



115

NORTHERN HAIRY-NOSED WOMBAT

(*Lasiorhinus krefftii*)



150

OPAL GOODEID

(*Allotoca maculata*)



50

CEBU DAMSELFLY

(*Risiocnemis seiden-schwarzi*)



132

MOUNTAIN CHICKEN

(*Leptodactylus fallax*)



400

MOHELI SCOPS-OWL

(*Otus moheliensis*)



150

YEMENI MOUSE-TAILED BAT

(*Rhinopoma hadramauticum*)



444

NORTH ATLANTIC RIGHT WHALE

(*Eubalaena glacialis*)



589

IBERIAN LYNX

(*Lynx pardinus*)



1400

HAWAIIAN MONK SEAL

(*Neomonachus schauinslandi*)

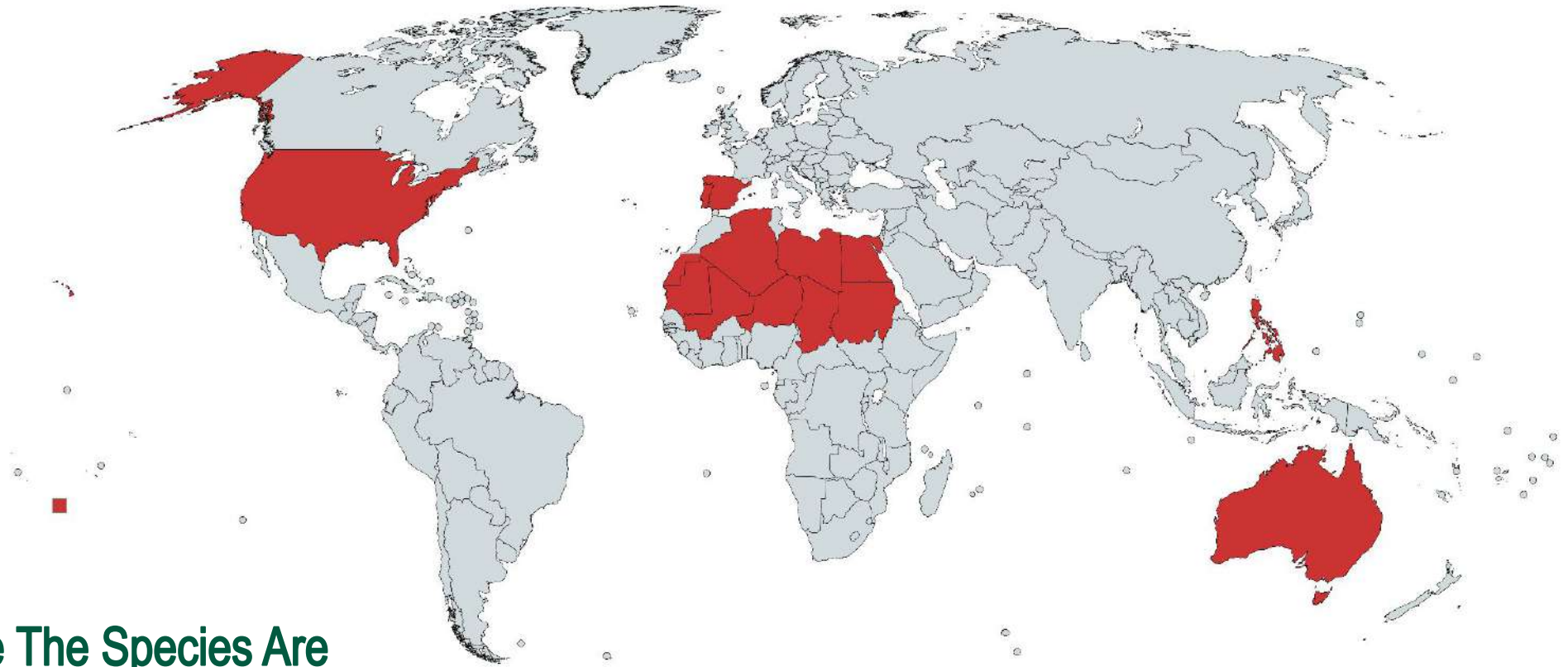


CRITICALLY ENDANGERED

ENDANGERED

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

METHODS OF CONTEXTUALISING



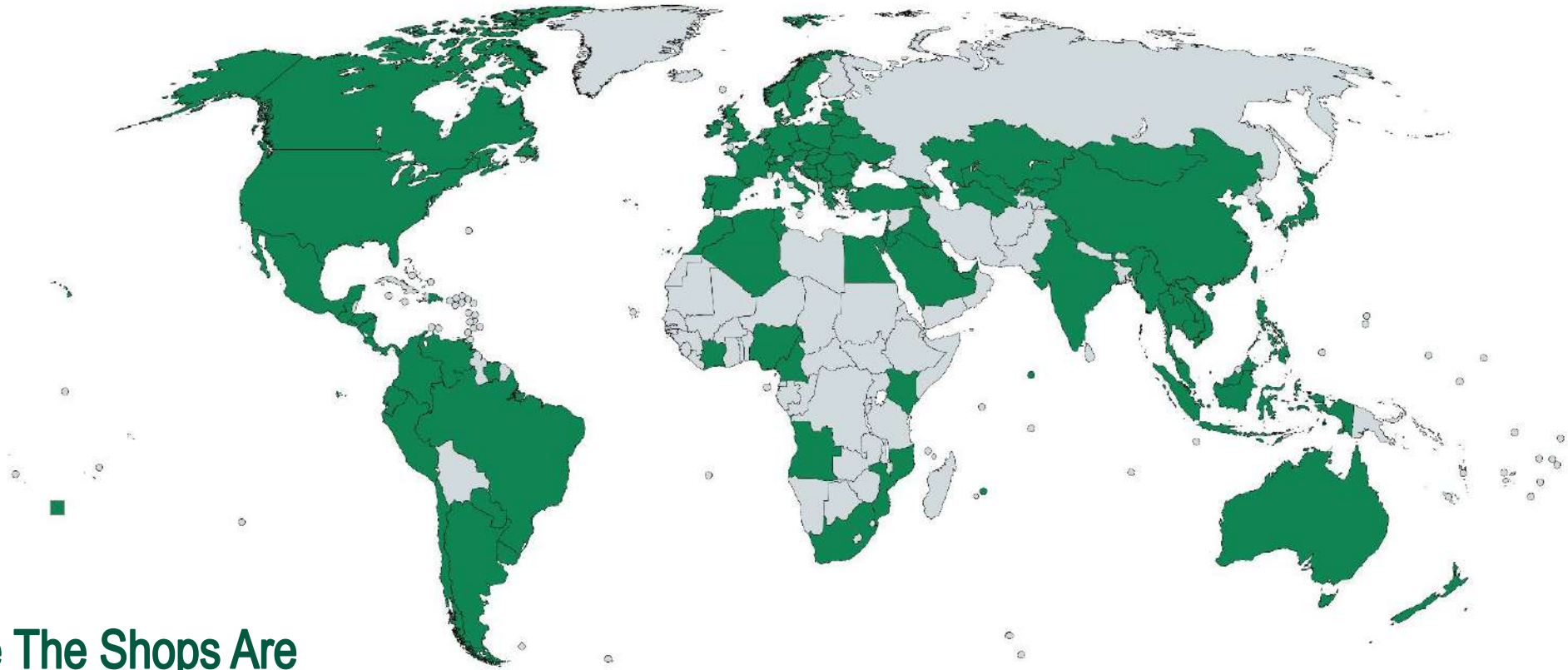
Where The Species Are

UNIT 1: 10 - 01 - 24

METHODS DEPLOYED:
METHODS OF INVESTIGATING

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

METHODS OF CONTEXTUALISING



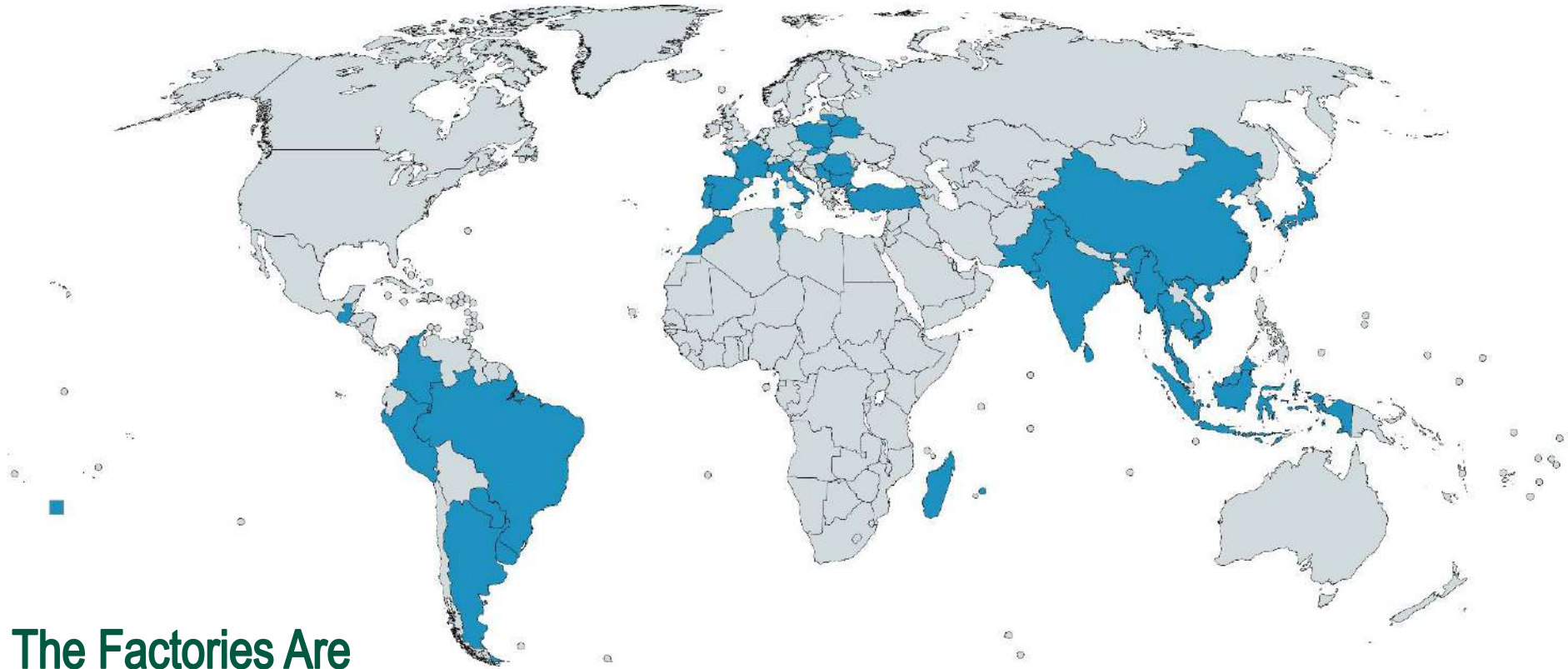
Where The Shops Are

UNIT 1: 10 - 01 - 24

**METHODS DEPLOYED:
METHODS OF INVESTIGATING**

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

METHODS OF CONTEXTUALISING



Where The Factories Are

UNIT 1: 10 - 01 - 24

**METHODS DEPLOYED:
METHODS OF INVESTIGATING**

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

METHODS OF CONTEXTUALISING

WHAT Is Lacoste's MATERIALITY

Origin
René Lacoste revolutionized tennis attire in the early 20th century by designing a comfortable short-sleeved shirt, adorned with a crocodile emblem, which became widely popular across sports and marked the birth of the Lacoste brand and "Lacoste Fabric."
"Lacoste Fabric" is a quite distinctive and significant textile in the fashion industry.

What is "LACOSTE FABRIC"

"Lacoste Fabric, created through warp knitting and often combined with octagonal weaving, offers a unique structure with crisscrossing yarns, high elasticity, and breathability, making it ideal for sportswear and everyday fashion, particularly in hot climates, due to its cooling effect and multi-directional flexibility."

"Lacoste" is commonly used to refer to a specific variation of "Pique" fabric, meaning "to prick or puncture" in french.

Lacoste Fabric boasts a rich composition, incorporating various types of fibers such as cotton, polyester, viscose, and other synthetic blends.

100% Cotton Lacoste Fabric

Lacoste TC 35/65 (Crocodile TC Knit Fabric)

Lacoste PE (Polyester Fabric)

Viscose (Rayon)

MATERIALS

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

METHODS OF CONTEXTUALISING

Lacoste's 3 ECO-DESIGN INDEXES

The RAW MATERIAL INDEX

assigns grades from A to E based on the nature and origin of fibers, enabling evaluation of future products, where materials like recycled polyester or GOTS certified organic cotton receive higher grades than virgin polyester or conventional cotton at Lacoste

The DURABILITY INDEX

assesses a product's robustness based on factors including material selection, physical properties, yarn quality, coloring, tailoring methods, and care instructions, graded from A to E.

The RECYCLABILITY INDEX

grades products from A to E based on the ease of recycling at the end of their life, considering factors like the number of elements and their recyclability, with products containing more diverse and poorly recyclable elements tending towards a lower grade, while a 100% cotton polo shirt receives an A grade.

These three indexes facilitates an assessment of the environmental relevance of a product in its development phase and helps make right choices in terms of benefiting the environment.

HOW *Lacoste will reduce their environmental footprint*



Lacoste's environmental commitments will help mainly

- Non-renewable energy consumption—
- Greenhouse gas emissions—
- Water consumption—
- Eutrophication of water resources—

F
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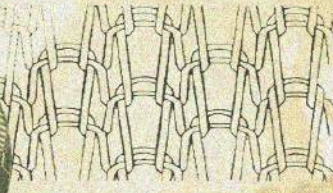
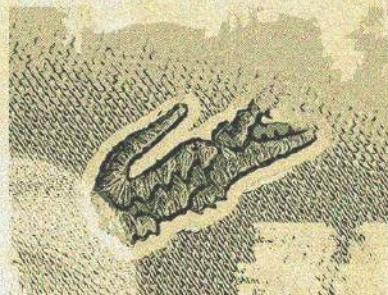


RENE LACOSTE

LACOSTE'S MATERIALITY

1.1 The origin of Lacoste Fabric

In the late 19th and early 20th centuries, tennis attire was uncomfortable until René Lacoste, a French player with seven Grand Slam titles, introduced a short-sleeved, buttoned-collar shirt with an elongated front hem in 1926, later adding the crocodile emblem in 1927 and collaborating to launch the Lacoste polo shirt in 1933, which gained popularity in tennis and other sports, marking the beginning of the Lacoste brand and "Lacoste Fabric."

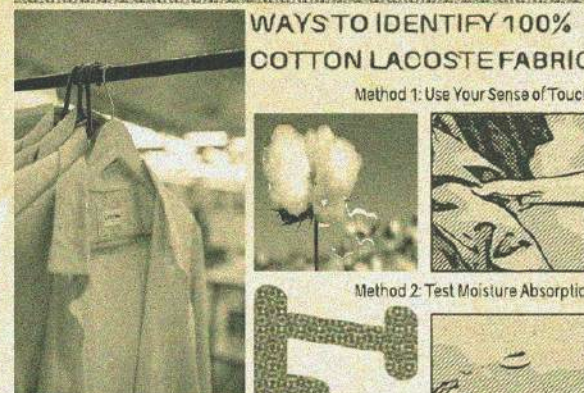


100% Cotton Lacoste Fabric
Lacoste TC 35/65 (Crocodile TC Knit Fabric)
Lacoste PE (Polyester Fabric)
Viscose (Rayon)

1.2 Lacoste's Weaving Techniques

The terms "Lacoste" and "Pique" are frequently interchanged, leading to confusion, but understanding their relationship requires a closer examination. "Pique" originates from the French word "pique," meaning "to prick or puncture," describing a unique weaving method that results in a dense surface with raised yarns, akin to a waffle or honeycomb texture. Importantly, "Pique" refers solely to the weaving style with no material restrictions, allowing for the use of various fibers like cotton, polyester, or synthetics.

In contrast, "Lacoste" typically denotes a specific subtype of "Pique" fabric, primarily made from cotton or cotton blends, highlighting the main distinction between the two terms while both share the same weaving structure. "Lacoste" is characterized by its material composition, primarily cotton, whereas "Pique" encompasses a broader range of fiber types.



WAYS TO IDENTIFY 100% COTTON LACOSTE FABRIC

Method 1: Use Your Sense of Touch



Method 2: Test Moisture Absorption



Method 3: Conduct a Burn Test



1.3 Identifying 100% Cotton Lacoste Fabric

Identifying genuine 100% cotton Lacoste crocodile fabric amidst the array of knit fabrics can be challenging, but there are several methods to help discern the real deal. Firstly, employing your sense of touch is crucial; genuine cotton fabric will feel soft and comfortable, and if gently crumpled, it should wrinkle along the folds due to its limited wrinkle resistance. Secondly, testing moisture absorption by adding water to the fabric's surface can indicate authenticity; if the fabric quickly absorbs water, it's likely 100% cotton. Finally, conducting a burn test can further confirm authenticity; if the fabric burns quickly with a smell resembling burning paper that dissipates after the flame is extinguished, it's likely 100% cotton. These methods enable consumers to differentiate 100% cotton Lacoste fabric from blends or synthetic alternatives, aiding in selecting the most suitable product for their needs.

"Life is a Beautiful Sport"



1.4 Environmental Impact

Lacoste fabric utilizes animal-derived materials like leather, wool, silk, and down, which may raise ethical concerns, alongside potential environmental impacts such as water usage, chemical pollution, and energy consumption in production, despite offering benefits like comfort, breathability, and versatility.



The diversity of Lacoste fabric

HOW GRAPHIC COMMUNICATION DESIGN VISUALIZE CONTRADICTION OF SUSTAINABILITY

METHODS OF CONTEXTUALISING

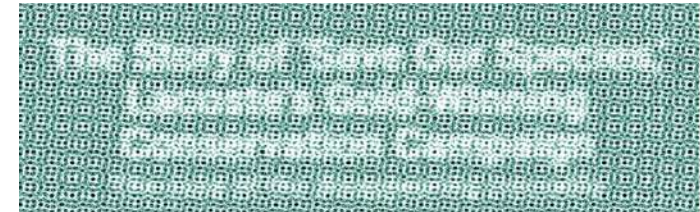
VISUALIZING

CONTRADICTIONS OF SUSTAINABILITY against Lacoste's ad campaign

Lacoste's campaign in collaboration with the IUCN (International Union for Conservation of Nature) which used ten endangered animal species in the place of its iconic crocodile logo. Although the campaign raised awareness for a good cause, it created a false façade of sustainability to the public. If we look at the facts, databases like Rank A Brand give companies and manufacturers a sustainability score based on their conscious efforts, and Lacoste has earned what they call the 'E level', "by communicating nothing concrete about policies for the environment, carbon emissions or labor conditions in low-wages countries." Additionally, they've ranked even lower on the Corporate Information Transparency Index (CITI) which evaluates environmental management and water pollution in Chinese supply chains. Brands like KLM and Lacoste participated in what activists might call "greenwashing", a type of marketing strategy which misleads consumers into believing a company is sustainable or environmentally sound when they are not.

Lacoste's environment, labor and animal 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.

- **Through**
- Infographics
 - Mind maps
 - Diagrams
 - Graphs
 - Pamphlets
 - Zines
 - Educational board games



"The Story of 'Save our Species' Lacoste's Gold-Winning Conservation Campaign"

Lacoste fabric utilizes animal-derived materials like leather, wool, silk, and down, which may raise ethical concerns, alongside potential environmental impacts such as water usage, chemical pollution, and energy consumption in production, despite offering benefits like comfort, breathability, and versatility.

UNIT 1: 11 - 01 - 24

METHODS DEPLOYED:
METHODS OF INVESTIGATING

VISUALIZING

LEAKS IN THE SUSTAINIBILITY
PROCESS OF LACOSTE

How Graphic
Communication Design

VISUALIZE

CONTRADICTIONS OF SUSTAINABILITY against the
Lacoste ad campaign



11th FEBRUARY

2024

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

METHODS OF CONTEXTUALISING

TROYES, FRANCE IN THREE KEY NUMBERS

160 kilometres, the distance between the French knitwear capital and Paris. It's not surprising then, that this is where René Lacoste established a manufacturing base to make the first polos. 500 people, the number of employees in the Troyes factories. There are various jobs to do, from pattern makers to garment-makers and knitting or dyeing machine operators. Coordinated effort from all of these experts results in your Lacoste polo. 40 minutes, the average length of time required by a garment-maker to assemble your polo like a puzzle.



What is shown on the Website

UNIT 1: 11 - 01 - 24

METHODS DEPLOYED:
METHODS OF INVESTIGATING

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

METHODS OF CONTEXTUALISING



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workersrights.org
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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 extrajudicial detention in a series of internment camps, the government, upon releasing her from

What is NOT shown on the Website

UNIT 1: 11 - 01 - 24

METHODS DEPLOYED:
METHODS OF INVESTIGATING

thankyou