

Lacoste Shirts Encyclopedia Article

Lacoste Shirts

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Lacoste Shirts

The Lacoste sports shirt, made of cotton pique and bearing a logo of an alligator, was named for its creator, tennis pro Rene "The Crocodile" Lacoste. The shirt was worn as a fashion statement in the early 1980s by those sporting the "Preppy" look, which sought to duplicate the style favored by those attending the Ivy-league schools of the East Coast. In the early 1990s, Lacoste shirts enjoyed a brief resurgence of popularity among those who wished to satirize the fashion.

Further Reading:

Flippin, Royce. *Save an Alligator, Shoot a Preppy*. New York, Visual Library, 1981.

Hartmann, Lisa. *The Preppy Handbook*. New York, Workman Publishing, 1980.