

Lacoste Photo Shoot At Boca West Country Club

Check your mailboxes for Lacoste's 2017 Spring Catalog and you just might find that something looks very familiar to you. That's because Lacoste selected Boca West Country Club as the backdrop for its catalog photo shoot featuring golf and tennis wear. It's only fitting that an iconic company steeped in the history of tennis and golf would find its way to Boca West Country Club.



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Famous for its polo shirts with the iconic alligator, Lacoste was founded in 1933 by French tennis player René Lacoste. Lacoste himself was known as "The Alligator" on the tennis circuit due to his tenacity on the courts and he won his first tournament at age 17 and won the French Open by age 20, in the year 1924. Rene went on to win 10 Grand Slam Titles at the French Open, Wimbledon and Forest Hills and went on to a number one ranking.

Lacoste's wife Simone Thion De La Chaume, was an avid golfer and won the British Girls Amateur Golf Championship in 1924, and she went on to win 13 French golf championships.

Inspired by his nickname, Lacoste asked his friend Robert George to design a crocodile. The now famous logo made its first appearance embroidered on the blazer of Mr. Lacoste in 1926. And an iconic brand was born. Ninety years after that first logo, Lacoste remains the classic brand for tennis and golf wear, favored by those on the golf and tennis circuit.

Boca West was proud to serve as the site for the Spring Catalog shoot.

The shoot featured Lacoste's newest star, Daniel Berger, recently signed as an Official Lacoste Team Player. His shoot took place near the ninth hole on the Dye IV Course, featuring the latest in spring sport fashion. Other golf stars at the shoot included: Azahara Munoz, Patricia Meunier-Lebouc and Fred Wedel, sporting classic and contemporary Lacoste design.

Daniel Berger is featured on the home page for Lacoste Sport [shown here](#).

On the courts, Boca West's own touring pro Christina McHale was featured on the main court wearing a stunning array of Lacoste tennis wear.

Boca West Country Club proudly carries Lacoste in its new Pro Shoppe located in the new Golf Clubhouse.