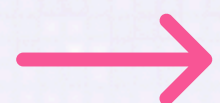


Café LACOSTE



Lacoste just opened a Café in Paris

As one of many retailers opening experiential locations,
what does their location choice say about their strategy?



Not just a coffee shop

This is about **experience-first retail**. Like many premium brands shifting from transactional stores to immersive brand spaces, Lacoste plans to use hospitality as a daily touchpoint with their customers, a test lab for hybrid retail and lifestyle formats, and a global brand showcase for an international audience.





Perfect location targeting for Lacoste

Located at 16 avenue Franklin Roosevelt (75008), the café sits inside a near-perfect demographic match with Lacoste's existing clientele.

The café is placed where Lacoste customers **already live**, **shop**, and **spend time**, making adoption faster and risk lower.



An exceptional café spot

High traffic, strong spending power... and real competitive pressure. From a pure hospitality perspective, the fundamentals are outstanding: nearly **12,000 visitors/day**, **traffic peaks from 12 to 6 PM**, which is ideal for lunch & afternoon formats, and there's high visitor spending behavior.

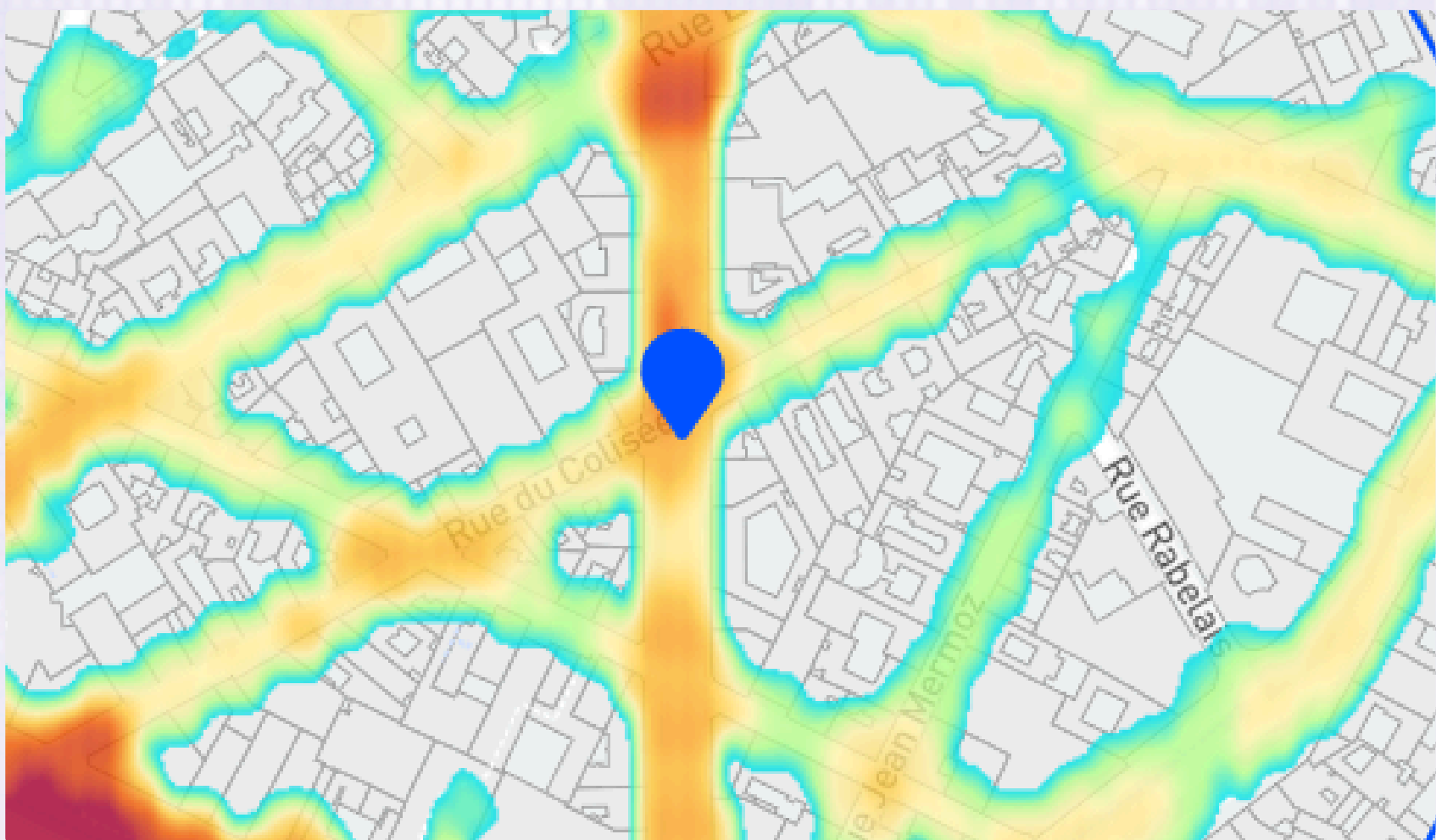
But there's a catch: the location is a hyper-competitive F&B environment with 16 competitors in the surrounding 500 m radius.



If you work for a premium retailer

The Lacoste Café is not a side project. It's a measured, data-driven move at the intersection of premium retail, customer experience and global brand storytelling.

This is an audacious strategy, but it's also one grounded in great fundamentals: demographics, footfall, and behavior, and not intuition.



Foot traffic heatmap of the Lacoste Café in January 2026, MyTraffic



Make Smarter Location Decisions

MyTraffic 