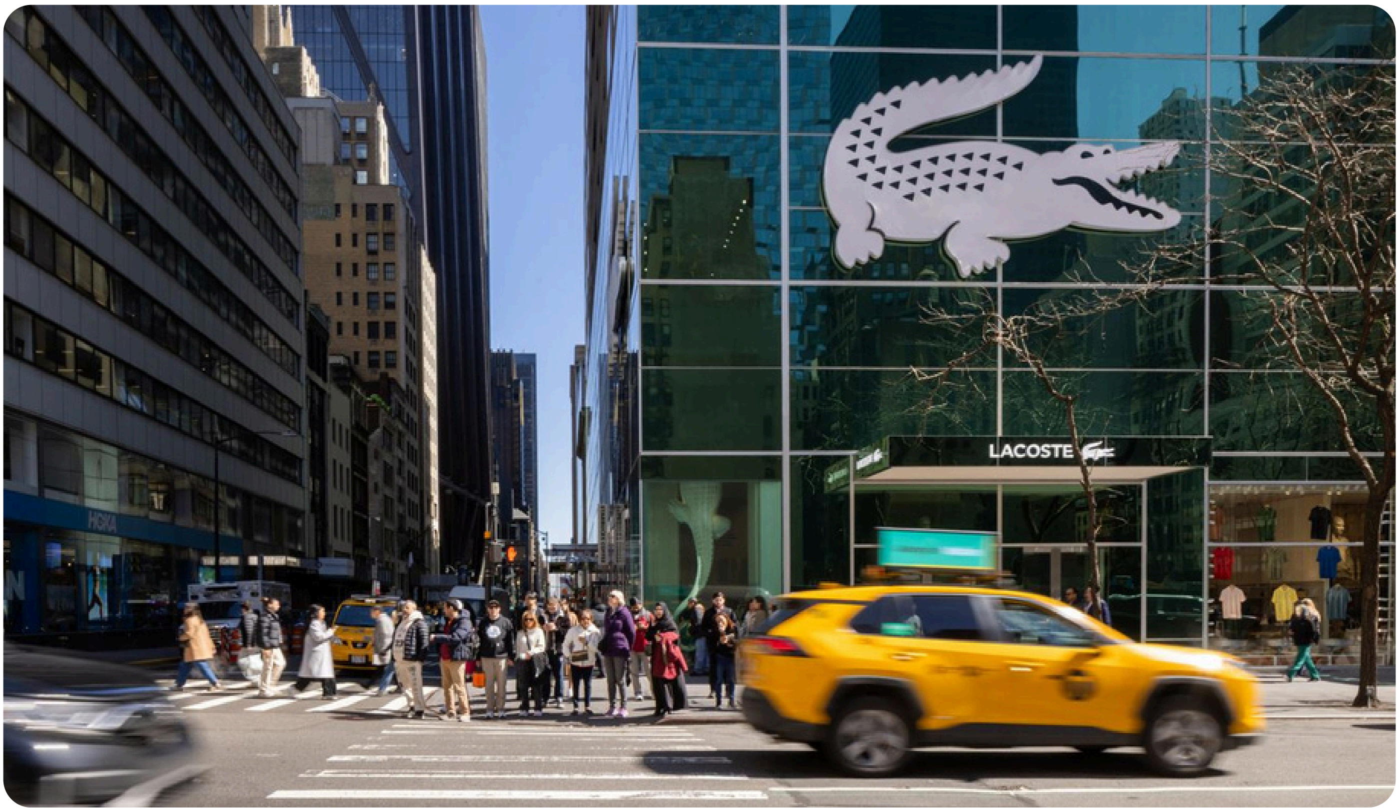
THE POWER OF MEASURED GROWTH

LACOSTE

Case Study

When Lacoste regained control of its U.S. operations after years under a licensing partner, the brand inherited a small, scattered retail presence—just three boutiques, no cohesive expansion plan, and a market full of competitors eager to claim their space. The challenge was clear: rebuild the brand's footprint in the United States without compromising its heritage or profitability.

That's when The Greenberg Group stepped in.



The Greenberg Group, Inc.
Real Estate Advisors to Leading Retailers

TGG Strategy and Results

From day one, TGG approached Lacoste's expansion like a chess game, not a land grab. Every move was calculated. Every location was chosen with surgical precision. Instead of chasing flashy addresses or overextending into risky markets, **TGG insisted on one guiding principle: every store must make money, or it doesn't open.**

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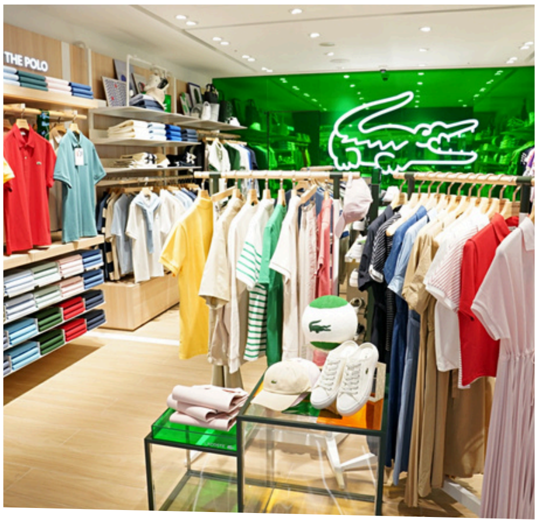
Using advanced sales forecasting models, TGG could predict store performance with uncanny accuracy. They studied co-tenancy patterns, identifying the premium neighbors that would attract the right clientele. They knew the landlords and the leasing politics, and they used those relationships to negotiate terms that protected Lacoste's bottom line.

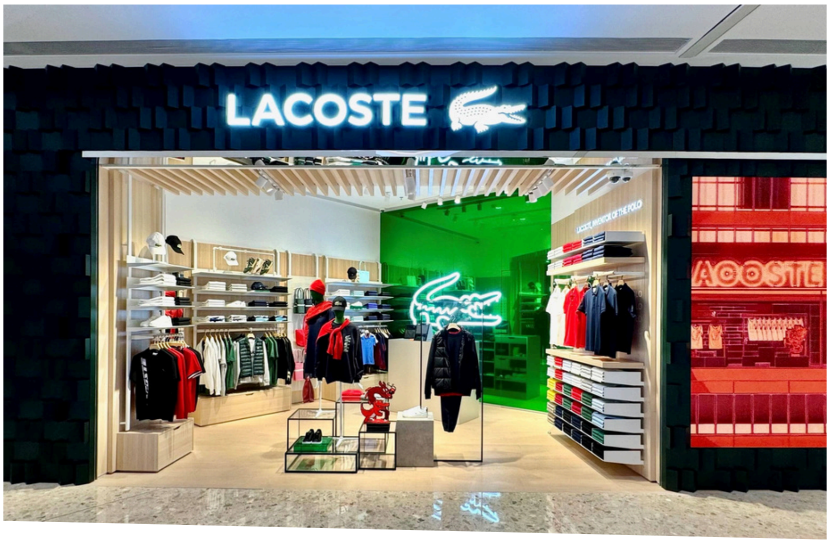
The results were extraordinary. Over 14 years, Lacoste grew from three boutiques to more than 115 locations nationwide, blending flagship stores in elite shopping districts with a carefully crafted outlet strategy that boosted revenue without eroding brand equity. In some markets, sales per square foot topped $1,800—numbers that even luxury retailers envy.

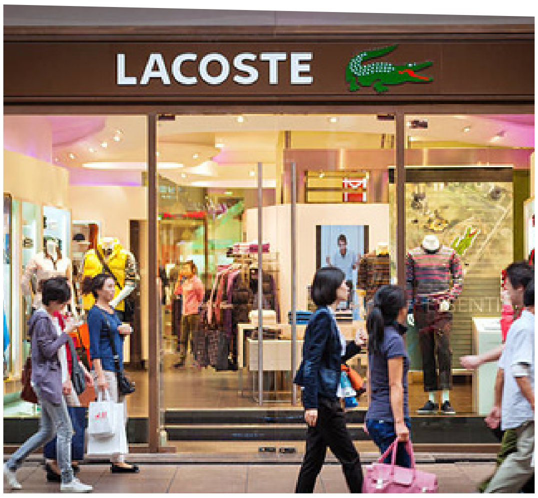
3 BOUTIQUES

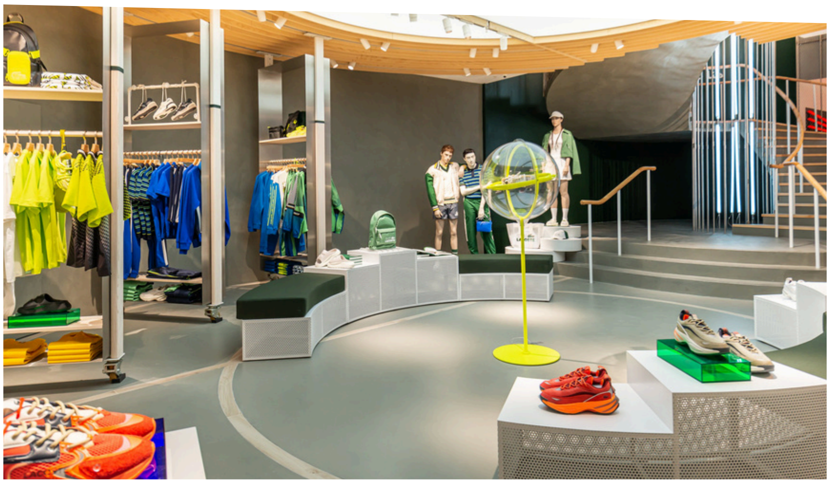
14-YEARS

115 LOCATIONS NATIONWIDE









TGG | LACOSTE Partnership

> THE GREENBERG GROUP HAS BEEN INSTRUMENTAL IN PARTNERING WITH LACOSTE DURING OUR HIGH GROWTH PERIOD. THEY HAVE BEEN, A KEY FACTOR IN ACHIEVING A STRATEGIC ALLIANCE. I CAN TRULY SAY OUR SUCCESS WOULD HAVE BEEN SIGNIFICANTLY LESS WITHOUT OUR GREENBERG GROUP PARTNERSHIP.
>
> -BOB SIEGAL, CHAIRMAN, LACOSTE USA

The partnership went beyond business. When a fire destroyed TGG's offices, Lacoste didn't just send flowers—they opened their doors, offering TGG space at their corporate headquarters. That kind of trust doesn't come from contracts. It comes from years of delivering results, protecting the brand, and acting like a true extension of the client's team.

For Lacoste, the U.S. relaunch wasn't about how fast they could grow. It was about how smart they could grow. **And for over a decade, The Greenberg Group made sure every move was the right one.**