

THE DOLDER GRAND

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Press Release

WHERE STYLE SERVES: LACOSTE × THE DOLDER GRAND

An exclusive collaboration between two icons of heritage, elegance and effortless style.



Lacoste has joined forces with the Dolder Grand to transform the Zurich city resort's tennis court into a captivating fusion of sport, style and sophistication. Together, they have reimagined the serene court nestled within the forest as an inviting space for LE CLUB LACOSTE ZURICH members, hotel guests and Dolder Grand spa members. Renowned for its origins on the tennis court and evolution into a global fashion powerhouse, Lacoste lends its iconic aesthetic – crisp whites, heritage greens and a timelessly sporty edge – to transform the Dolder Grand's court into a destination in its own right. It becomes a stylish sanctuary where the rhythm of the game meets the art of leisure, and where the backdrop is as inspiring as the sport itself.

Joachim Schweier, Senior Marketing and Communications Manager at the Dolder Grand said: "This is not simply about branding a tennis court, it is about creating an experience – one where both brands become truly tangible. Today's guests expect more than just luxury; they seek something elevated, immersive and emotionally resonant. Lacoste embodies the heritage and passion of tennis, making it the perfect match for reimagining our court."

"At the Dolder Grand's concierge desk, guests are presented with an exclusively branded Lacoste bag containing select tennis essentials, including racquets, balls, towels and water," states Lacoste. "The court is appointed with a classic umpire's chair, covered benches and an elegantly branded Lacoste lounge, creating a distinctive setting that unites sporting excellence with the timeless spirit of French sophistication. Guests may also indulge in a revitalising green Lacoste smoothie at the Spa Café, either before or after their match."

Beyond the baseline, the Dolder Grand continues to redefine summer with an array of curated experiences. Guests are invited to dine al fresco at blooms, the hotel's vegan and vegetarian

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garden restaurant, and savour vibrant seasonal cuisine in an enchanting natural setting. For those inclined towards more sporty activities, a nine-hole golf course awaits just moments away, offering the chance to tee off amid breathtaking alpine scenery. Alternatively, guests may retreat to the award-winning, Japanese-influenced Dolder Grand Spa to rejuvenate body and mind. This summer, style is served – and the game elevated to an art form.

About Lacoste

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children. At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons. The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences. LACOSTE is an international brand from MF Brands Group, established in 98 countries, throughout a network of 1100 shops. For further information on [LACOSTE](#).

About the Dolder Grand

The Dolder Grand is a 175-room city resort nestled in the hills overlooking the vibrant lakeside city of Zurich and the picturesque Swiss Alps. Since opening its doors in 1899, the legendary hotel has played host to numerous international artists, renowned musicians, and prominent dignitaries, and over the years has established itself as a must-see culinary, wellness, and arts destination with a host of accolades to its name. Reimagined by acclaimed architect Lord Norman Foster in 2008, The Dolder Grand's historic, castle-like façade serves as a contrast to the impressive contemporary art collection housed within the hotel, including works by Salvador Dalí, Takashi Murakami, and Jani Leinonen. The Dolder Grand offers four distinct, and highly innovative dining concepts: The Restaurant (2-Michelin star and 19 GaultMillau points), Mikuriya (16 GaultMillau points), Saltz (15 GaultMillau points), and a new seasonal vegan/vegetarian garden restaurant, blooms (15 GaultMillau points). These remarkable culinary offerings, in addition to a lively bar and rotating pop-ups such as the Oriental Hideaway, reaffirm the hotel's standing as a place of daring culinary experimentation and most recently earned it the title of GaultMillau's 'Hotel of the Year 2024'. The Dolder Spa is over 4,000 sq meters and features an expansive indoor pool, hot and cold plunge pools, sauna, steam, aroma pool, solarium, snow room, meditation room, a sun-soaked outdoor terrace, and more. A proud member of Leading Hotels of the World, Swiss Deluxe Hotels, and Responsible Hotels of Switzerland, the world-class city resort masters the art of Swiss hospitality and invites guests to enjoy the magic of Zurich in the most memorable of settings. For images and general information, visit our [media page](#).

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