

Press Release

JANUARY 30, 2020

SNEACARS BY RENAULT & LE COQ SPORTIF : FROM CAR DESIGN TO SHOE DESIGN

- **Discover the secrets of the sneakers of Laurens van den Acker, Head of Design Groupe Renault**
- **More than 20 pairs of sneakers, more than 20 concept cars and series models**
- **A close link between the automobile and the fashion world**
- **A creative partnership with le coq sportif**

2010 Paris Motor Show. Renault presents DeZir, a spectacular electric "Sport GT", the first concept car by new Head of design Groupe Renault, Laurens van den Acker. DeZir went on to inspire Clio IV. The warm and sensual design of this new visual identity would soon be applied across the Renault range.

A CAR - A SNEAKER

Standing next to his concept car, Laurens has his feet firmly planted on the ground in his black, red and white Adidas sneakers, a customized model alluding to the colors of the vehicle. The correspondence establishes a link between the man and his machine. From that point on, each concept car and each new production model would be accompanied by a pair of sneakers. A nod expected by fans and an extra dash of creativity that has become a gimmick of the Head of design Groupe Renault.

Frédéric Pertusier :

Such a project is extremely exciting because confronting our two universes has made it possible to push reflection and creativity beyond established codes.

From his first Adidas to his most recent Le Coq Sportif sneakers, tailor made for the launch of the latest-generation Captur, some 20 models have traveled around the world and paced the aisles of motor shows, accompanying R-Space, Frenzy, Twin'run, Initiale Paris, TreZor and EZ-ULTIMO, as well as Twingo, Clio, Mégane, Scénic, Kadjar, Talisman and Espace. And each one comes with a story

TO KNOW EVERYTHING...

Find out about these stories through a selection of Laurens' sneakers as part of a journey on foot through the worlds of fashion and cars. In terms of symbolism, creativity, customization and materials, creating a pair of sneakers involves a method similar to that used when creating a car.

Why did Laurens decide to wear these sneakers? Why has customization become so vital? With 90 body colors, 18 interior combinations and eight light ambiances, New Captur is a benchmark in customization. How are these eminently customizable cars created? Renault and Le Coq Sportif have also created a special Twingo model. How do collaborative efforts work between two brands?

Find out the answers to these questions, and many more besides, in [an interview with Laurens van den Acker](#).

For More Information:

Vincent FRAPPREAU

Press Officer (Design, Renault Range: Twingo, Clio, Captur)

+33 (0)1 76 89 87 78

vincent.frappreau@renault.com

GRUPE RENAULT

PRESS OFFICE

Tel.: +33 (0)1 76 84 63 36

renault.media@renault.com