# END. and Lacoste’s Arcade collection brings 90s nostalgia to luxury streetwear with grime culture twist



The collaboration between END. and Lacoste, titled the "Arcade" collection, represents a vibrant tribute to the nostalgia of the 90s and the charm of British seaside amusements. This partnership, which coincides with END.'s 20th anniversary, offers an eight-piece capsule that seamlessly integrates elements from classic arcade racing games with contemporary fashion sensibilities.

Each item in the collection—including tracksuits, jackets, polos, and jerseys—features vintage-inspired details that celebrate a shared cultural heritage. According to the announcement, this capsule captures not just the aesthetic of a bygone era but also the essence of multigenerational appeal. It resonates particularly with consumers yearning for that sense of nostalgia while also catering to newer audiences.

Central to the campaign are notable figures from the grime music scene; Margie Keefe, affectionately known as Grime Gran, alongside MCs Tazo and Shack, embody a bridge between past influences and present cultural dynamics. Their involvement also illustrates the strategic choice to blend diverse cultural icons with fashion—a tactic that experts suggest enhances a brand’s reach and relevance.

Moreover, the collaboration introduces a unique marketing element: a limited-edition plasticine figure of Grime Gran, crafted by animator Will Child. This collectible is available as a gift with the purchase of the collection pieces, creating excitement and exclusivity that are often pivotal in modern retail strategies. Such offerings not only deepen consumer engagement but also reinforce the narrative of nostalgia that the collection seeks to evoke.

Fashion trends increasingly show a preference for nostalgic collaborations, as seen in the rise of retro-inspired designs across various brands. By incorporating elements of cultural history and iconic styles, END. and Lacoste position themselves distinctly within the fashion landscape. This approach not only pays homage to the past but also ensures relevance in a market that craves innovation while simultaneously yearning for familiar comforts.

The "Arcade" collection exemplifies a broader trend within the luxury streetwear segment, which increasingly merges high fashion with casual and nostalgic themes. By marrying these elements, brands can attract consumers who desire exclusive and stylish apparel that echoes their personal histories while also standing out in a crowded marketplace.

As fashion continues to evolve, collaborations like END. x Lacoste are indicative of how brands can successfully navigate cultural landscapes. They leverage innovative marketing strategies and nostalgic themes to forge connections across generations, proving that the past can beautifully coexist with contemporary style.

### Reference Map

1. **Paragraph 1:** 1, 2, 3, 5
2. **Paragraph 2:** 1, 3, 4
3. **Paragraph 3:** 1, 2, 6
4. **Paragraph 4:** 1, 3, 5, 7
5. **Paragraph 5:** 1, 2, 6
6. **Paragraph 6:** 1, 4, 5, 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/end-x-lacoste> - Please view link - unable to able to access data
2. <https://www.endclothing.com/us/features/end-x-lacoste-arcade> - END. and Lacoste have collaborated on the 'Arcade' collection, marking the beginning of END.'s 20th anniversary celebrations. The collection features eight pieces inspired by 90s arcade racing games and British seaside amusements, including tracksuits, jackets, polos, and jerseys with vintage-inspired details. The campaign stars Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.
3. <https://fashionunited.com/press/fashion/end-x-lacoste-unveil-debut-arcade-collaboration-a-nostalgic-tribute-to-90s-racing-culture-and-british-seaside-charm/2025042965721> - END. and Lacoste have unveiled their debut 'Arcade' collaboration, an eight-piece capsule collection inspired by 90s arcade racing and British seaside charm. The collection includes tracksuits, jackets, polos, and jerseys with vintage-inspired details. The campaign features Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.
4. <https://pausemag.co.uk/2025/04/end-kicks-off-20th-anniversary-with-lacoste-collaboration/> - END. is celebrating its 20th anniversary with a collaboration with Lacoste on a retro arcade-themed clothing collection. Inspired by seaside amusement and 90s cult classic arcade racing games, the collection includes tracksuits, a plaid rugby polo, a jumper, and a plaid button-up polo. The campaign features Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.
5. <https://houseofheat.co/end-clothing-lacoste-arcade-collection-release-date> - END. and Lacoste have collaborated on the 'Arcade' collection, marking the beginning of END.'s 20th anniversary celebrations. The collection features eight pieces inspired by 90s arcade racing games and British seaside amusements, including tracksuits, jackets, polos, and jerseys with vintage-inspired details. The campaign features Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.
6. <https://www.thelinkup.com/content/5556/end-and-lacoste-drop-new-arcade-collection> - END. and Lacoste have dropped the 'Arcade' collection, an eight-piece capsule inspired by 90s arcade racing games and British seaside culture. The collection includes tracksuits, jackets, polos, and jerseys with vintage-inspired details. The campaign features Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.
7. <https://urbansyndicate.co.uk/end-x-lacoste-a-coastal-tribute-to-20-years-of-end/> - END. is celebrating its 20th anniversary with a collaboration with Lacoste on a retro arcade-themed clothing collection. Inspired by seaside amusement and 90s cult classic arcade racing games, the collection includes tracksuits, a plaid rugby polo, a jumper, and a plaid button-up polo. The campaign features Grime Gran, MC Tazo, and Shack, and includes a limited-edition plasticine figure of Grime Gran created by animator Will Child, available as a gift with purchase at participating stores.