



SERGIO TACCHINI

SERGIO TACCHINI CELEBRATES 50 YEARS IN MONTE CARLO

For **SERGIO TACCHINI** the 2016 edition of the **Monte-Carlo Rolex Masters**, the prestigious hardcourt tennis tournament, coincides with an important event: the brand's 50th anniversary. Set against the amazing backdrop of the Principality of Monaco, the brand will be blowing out 50 candles in celebrations that see participation by the top players on the Team ST, its clients and most important partners.

As part of a wonderful partnership that started in 2009 between the brand and this Tournament, for the eighth edition Sergio Tacchini will be the technical sponsor responsible for providing clothing for the ball boys and girls and the staff both on court and off. The 2016 collection pays homage to the brand's 50th anniversary, its glorious history made up of great champions and unforgettable tennis collections and, naturally, its best-known polo, the Young Line worn by John McEnroe in the eighties. The polo with the famous double stripe will in fact be reworked in new colours and presented, together with blue shorts, in a forest green with white stripe for the ball boys and girls and then in lots of lively colours like yellow, sky and royal blue, emerald green and red for the various categories of staff.

The uniforms for the drivers who will accompany the players from their hotels to the courts and the hostesses who will meet them at the airport will feature accurate details. All the categories will therefore wear the Young Line, for the occasion also designed in a model for the ladies.

Sergio Tacchini has also developed a merchandising collection for the tournament, characterised by the brand's unmistakable Italian style and its tennis DNA. Must-have is the Tee with the official tournament poster, a wide range of polos – the icon product of this Italian brand – in lots of bright colours like those of the staff and plenty of articles for those who like to look elegantly sporty in their leisure time. For 2016, the merchandising collection sees the addition of new models, especially for the kids and baby line.

A model of sock has also been especially developed for the tournament for the ball boys and girls and persons on the court, in the same colours as their uniforms, blue and forest green.

All the merchandising collection, with the official tournament logo featured on all the garments, will be on sale in Sergio Tacchini boutiques and in the official tournament boutiques, on the brand's e-commerce site (www.sergiotacchini.com) and in the best sports stores in Europe and the Middle East.

The appeal of this tournament, also thanks to its wonderful setting, attracts spectators from all over the world, including Sergio Tacchini's international guests, who do not want to miss exciting matches with a magnificent view of the sea and the Principality and who will be able to stop and chat with the champions on the Sergio Tacchini stand in the VIP area.

Our champions, captained by Tommy Robredo, will be playing in Monte Carlo wearing the ST colours.

Sergio Tacchini is the historic Italian sportswear brand set up in 1966 as a result of the passion and intuition of its founder and international tennis champion, Sergio Tacchini. Maintaining its traditions and tennis DNA, the brand quickly established itself as an icon of Italian style and sporting elegance, for a target that teams a passion for sport with the elegance and comfort of clothing. From the start, the brand has clothed the greatest international tennis champions, from John McEnroe and Jimmy Connors to Pete Sampras and Pat Cash, Mats Wilander and Gabriela Sabatini, right through to Novak Djokovic, and with them has won no fewer than 37 Grand Slam titles. Sergio Tacchini is the official technical sponsor of some of the most prestigious Masters 1000 tournaments, including the Monte-Carlo Rolex Masters. The brand preserves its traditions of innovation and colours and stands out as a synonym of style, Italian design and casual elegance inspired by tennis.

www.sergiotacchini.com
www.montecarlorolexmasters.mc