



SERGIO TACCHINI

## **SERGIO TACCHINI RENEWS ITS SPONSORSHIP OF THE TOURNAMENT**

The 2017 edition of the Monte-Carlo Rolex Masters tennis tournament coincides with the renewal of Sergio Tacchini's sponsorship of the prestigious fixture for three more years besides the previous eight, which brought excellent results for the Italian company.

As technical sponsor, Sergio Tacchini has the task of creating brand new uniforms in terms of design and colour combinations for the on-court ball girls and boys, and for the operating staff on and off court. The collection created for 2017 is full of colour with little fluorescent hints, details that enhance the garments, and of course attention to the cut and fit of each and every garment. The standard bearers of the collection will be the ball boys and girls, with the introduction for the first time of a skirt in technical fabric for the girls on court, a touch of femininity to distinguish them from the boys. The staff, from the *hommes de court* engaged in keeping the courts in perfect condition, to the security men who accompany the players, will be dressed in different colours for each category, but with a leitmotif to give the collection continuity.

Like for all previous editions of the tournament, Sergio Tacchini has also developed a merchandising collection, 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.

Footwear has even been designed for the tournament's ball boys and girls and *hommes de court* in colours to match their uniforms.

The whole merchandising collection, with all garments bearing the official tournament logo, will be available from Sergio Tacchini stores, the official tournament stores, the brand's online store ([www.sergiotacchini.com](http://www.sergiotacchini.com)) and from leading sports shops throughout Europe and the Middle East.

The Team Sergio Tacchini tennis players will be playing in Monte-Carlo in a new range that revisits a classic and elegant 1980s model, suitable for the tournament's prestigious setting of the Principality of Monaco.

**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](http://www.sergiotacchini.com)**

**[www.montecarlorolexmasters.mc](http://www.montecarlorolexmasters.mc)**