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## **SERGIO TACCHINI TO LAUNCH NEW CLOTHING COLLECTION FOR CHILDREN**

**Italian sportswear brand Sergio Tacchini is to produce a new collection for children and babies.**

*Sergio Tacchini*, through his agent *IMG*, has partnered with *Sun City Fashion Group* to develop a wide collection of Baby & Kids Apparel and Accessories in Europe.

The Sergio Tacchini collection is planned to hit stores in early 2018.

Sun City will distribute the collection to a total of eleven territories through its licensing and distribution partners across Europe.

*"The entire Sun City Group is excited to start a collaboration with the Iconic brand Sergio Tacchini."* says Michel Benchetrit, CEO of Sun City.

*"The collection will feature both sportswear and lifestyle products from 0 to 14 years old. We will maximize on the brand's heritage by creating corners and dedicated areas in stores."*

Sun City has been involved in fashion for 25 years, working with licensed brands for children and teenagers, such as Paul & Joe or Disney.

Patrizia Bolzoni, General Manager for Wintex Italia who manages Sergio Tacchini brand, said: *"Last year has certainly provided great results for the brand as it celebrated its 50th anniversary. We are very excited about the new collection and hope to see continued growth across European markets. It is refreshing to see the brand expand and diversify its products for a younger generation."*



Since 2012, IMG has represented Sergio Tacchini Licensing programme on an international basis. The companies maintain a strong relationship having renewed a multi-year licensing deal in January 2016.

### **About Sergio Tacchini**

Sergio Tacchini, a world known Italian sportswear brand, was established in 1966 by the Italian tennis player Sergio Tacchini. During the years, the brand's name became synonymous with Italian style and elegance and the clothing gained international recognition through celebrity endorsements from some of the greatest tennis champions of all time: John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis and Novak Djokovic, with whom the brand has reached 37 Grand Slam victories. Today the brand remains a leader in distinctive sportswear, with its authenticity coming from its tennis DNA for discerning consumers seeking to unite elegance with an active lifestyle. The brand is official technical sponsor of Monte-Carlo Rolex Master tennis tournament.

### **About Sun City**

A key-role player in Fashion for almost 30 years , the Sun-City company knows how to develop and distribute a full collection for babies, kids and adults. Sun City is specialized in 3 licenses areas: Entertainment, Sport and Fashion Brand.

### **About IMG**

IMG is a global leader in sports, events, media and fashion, operating in more than 30 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency

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