



SERGIO TACCHINI

SERGIO TACCHINI: SPECIAL COLLECTION AND BLOG FOR THE MOST PRESTIGIOUS TOURNAMENT ON CLAY

SERGIO TACCHINI gets ready to take part in the **Monte-Carlo Rolex Masters**, the long-standing tennis tournament that is set to reach its **109th year** in 2015. The charm of this tournament is undeniable, thanks also to the beautiful setting in which it takes place. With its enviable location, the Monte-Carlo Country Club, the venue for the tournament, offers all spectators a magnificent view of the sea and the Principality, making this first European fixture on clay courts an absolute must for tennis fans.

For the seventh year running, Sergio Tacchini is the technical sponsor in charge of dressing the ball boys and girls as well as the staff on and off court, presenting a collection in bright colours with a vintage feel. For 2015, a collection has been designed that borrows from models in the company archives and echoes the colours that the Sergio Tacchini team players will be wearing from the Australian Open 2015 on. Bright red and vintage blue has been chosen for the ball boys and girls, whose red polo shirt is enhanced with white piping to accentuate the armhole and yoke on the back. The "Hommes de Court" – the court staff and maintenance team – will instead be wearing outfits in different colours according to their different categories, but with a vintage leitmotif dictated by colours such as mustard, sage green and antique blue. Careful attention to detail marks the uniforms of the chauffeurs, who will be driving the tennis players from their hotels to the courts, and of the hostesses, who will be meeting them at the airport.

In tandem with the staff collection, Sergio Tacchini has developed a merchandising collection for the tournament, marked by the brand's unmistakable Italian style and tennis DNA. The T-Shirt with the official tournament logo is a classic, with a vast range of polo shirts – the Italian brand's iconic garment – in lots of vibrant colours like those for the tournament staff plus many articles for looking smart and sporty in leisure time. The merchandising collection is expanded for 2015 with new models, particularly in the women's and junior lines.

Two footwear models have also been developed especially for the tournament: a more technical one, in white, red and blue for the ball boys and girls and the court staff, and a more vintage model to be worn off court, in colours that recall the green and clay red of the tournament logo.

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) and from leading sports shops throughout Europe and the Middle East.

During the tournament, guests of the brand will be able to stop and chat with the tennis champions at the Sergio Tacchini stand in the VIP area, from which a blog will be published daily with all the top news and best photos from this magnificent tournament. Follow us on www.sergiotacchini.com/monte-carlo-live.php from Saturday 11 April.

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

***Sergio Tacchini** is the classic Italian sportswear brand created in 1966 from the passion and intuition of the founder and international tennis champion Sergio Tacchini. Never veering away from its tennis background and traditions, the brand soon became an established icon of Italian style and sporting elegance for customers who wanted to combine their passion for tennis with elegant, comfortable clothing. From the very start the brand has dressed some of the world's biggest tennis champions - including John McEnroe, Jimmy Connors, Pete Sampras, Pat Cash, Mats Wilander, Gabriela Sabatini and Novak Djokovic – and with them it has won 37 Grand Slam titles. Sergio Tacchini is official technical sponsor for some of the most prestigious Masters 1000 tournaments, including the Monte-Carlo Rolex Masters. The brand sticks to its traditions (based on innovation and colour) and is synonymous with style, Italian design and tennis-inspired casual elegance.*

www.sergiotacchini.com
www.montecarlorolexmasters.mc