



YOU CANNOT BE SERIOUS!

The new Sergio Tacchini ADV campaign focuses on the claim and the minimalism of its image

Milan, July 2019: Irony, tradition, clean-cut image: the three elements of the new Sergio Tacchini ADV campaign that, with an understated, elegant style, communicates its personality in minimal images and a very strong claim.

Without the need for any props and with attention firmly fixed on faces and outfits, the visuals from the new ADV campaign start with a lookbook-style imprint reworked in an absolutely creative way.

Clear images that focus on the product and, above all, on the people wearing it, a reflection of the brand's consumers. Youngsters with well-defined character, the main players of our times: the sports lover with strong features reminiscent of hooligans, the rather egocentric, over-the-top artist, the model and the urban ninja, the metropolitan girl who despite her masculine look maintains her eye-catching femininity. All young people who stand out from the crowd thanks to their charisma, justly like John McEnroe did 40 years ago.

"You cannot be serious", is in fact the claim for this campaign, the words pronounced during this young American talent's meltdown at the Wimbledon tournament in 1981, after the umpire refused to overrule a line call. This claim reflects the vehemence and hint of arrogance shown by this genius of tennis, who felt that victory at Wimbledon was almost his right. He then went onto win this and many others, becoming a true champion. It is a dual message for the Tacchini campaign: "you cannot be serious?" in the sense of the attitude of the four characters, but also the very idea of not taking yourself seriously, leaving room for irony. A commonly used expression that has become historic thanks to the uproar it

caused then, used in what was the temple of tennis and elegant gestures and behaviour. A phrase that is today symbolic for young generations.

Launch of this campaign is scheduled for the fall 2019 season.

CREDITS:

Photographer – PAWEL FABJANSKI

Agency – D-SIGN

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 Rolex Monte-Carlo Master tennis tournament.