



THE NEW SERGIO TACCHINI CAMPAIGN

DONS SPORTING PASSION

Milan, March 2014 – Italian sportswear brand Sergio Tacchini presents its 2014 communication campaign featuring two powerful visuals and slogans.

The first of the two visuals focuses on tennis (the brand's DNA), and teams the slogan "**Dress the Passion**" with a picture of tennis champion Tommy Robredo mid-leap on the court. This dynamic image, the strength involved in the game and the elegance of the player all exemplify the characteristic passion of those who love this sport and who recognise in the Italian brand a sense of continuity grounded in passion and elegance.

The second visual reflects the brand's roots, its Italian essence and the Italian lifestyle. The picture of a young couple on a scooter in the summer is paired with a strong slogan that encapsulates brand identity. "**Dress the Italian life**". The visual is in black and white, and is a shadow-less outline sketch with no colour except for that on the boy's top, which is an iconic polo from the Sergio Tacchini collection created in the 1980s for John McEnroe. The campaign emphasises the happy, carefree attitude of the young couple, who convey a way of living that is unique to Italy.

The campaign also features a 5-minute video that centres on the brand's iconic logo. Taking inspiration from the lines on a tennis court, our view gradually moves out and the lines on the red earth at the bottom of the court take on the shape of the brand's logo.

The campaign was put together by Sunny Milano, an agency created by Marco Calaprice and Antonio Cirenza. Paola Chiesa, the agency's client manager, says she tackled the project with two goals in mind: one was to create a campaign with a message that could respect the brand's values; the other was to create a specific message for a different range of targets. Expressing both these concepts, the new campaign is able to promote the Sergio Tacchini philosophy on a global scale.