



LES HOMMES

The iconic world of tennis, immortalized in an image of a victorious John McEnroe wearing a Sergio Tacchini polo shirt and kneeling on Wimbledon's grass court.

The stylistic elements of Les Hommes: research, creativity, the geometry of graphic prints, and an apparent clash of ideas that are worlds apart.

The meeting of these two worlds has led to a collaboration between Les Hommes and Sergio Tacchini that reinterprets the sports brand's iconic pieces from the eighties with a fashion twist.

Black and cobalt blue are the new colors of reference, while the zipper of the legendary Ghibli becomes macro in size with the letters LH as the zipper pulls.

The Les Hommes logo with a ripped effect and the classic one of Sergio Tacchini decorate sweatshirts, polo shirts and track suits with geometric graphic prints that strongly connote the entire collection and once again underline the strong bond between the sports and fashion worlds.

“Blending the urban moods and minimalist color palette of Les Hommes style with the comfortable materials and sporty silhouettes of the tennis world was our challenge for 2019” said Patrizia Bolzoni, CEO of Sergio Tacchini.

“The Les Hommes – Sergio Tacchini partnership is unique,” declared Stefania Valenti, CEO of Les Hommes, “because it combines two very distinct worlds where the sophistication and DNA of Les Hommes is associated with the elegance and functionality of the competitive tennis world, creating experimentations of unusual styles.”