



SERGIO TACCHINI BACK IN MONTE-CARLO AGAIN FOR THE 2019 EDITION

Milan, 18 October 2018: Eleven years ago, the Sergio Tacchini brand came to the Monte-Carlo tournament for the first time as a sponsor or, to be more precise, as the Official Sport Equipment Partner. 2009 marked the beginning of a winning partnership between this prestigious tournament whose courts look out over the Mediterranean Sea and the Italian brand famous for having dressed the greatest tennis champions during its 50-year history.

2019 will once again see Sergio Tacchini on the court with the ball boys and girls, whose kits, just like all the tournament line, are completely renewed each season, following style trends, colour cards and models that make them elegant outfits that are also very practical for those on court.

The 2019 line features the brand's name and Monte-Carlo picked out down the sides of the trousers and on the socks with dedicated graphics. The designs on the kits worn by these kids normally bear a clear reference to the brand's archive graphics, especially the iconic double band. Red in particular, but also blue and white, are the predominant colours in the Monte-Carlo 2019 line, together with bright hues like yellow and orange in various shades.

The line is also worn by the Hommes de Court, the Manutentionnaires and all the staff working hard off court, responsible for every single practical aspect of all the busy days during the tournament.

The line is rounded out by technical shoes for those working on court and the famous serviettes handed to the players by the ball boys and girls during hard-fought matches under the French Riviera sun, which then become valuable tournament souvenirs on sale in the Sergio Tacchini boutique in the Retail Village.

All the collection with the official tournament logo will be on sale in Sergio Tacchini boutiques and in official tournament boutiques, on the brand's e-commerce site (www.sergiotacchini.com) and in the best sports stores in Europe and the Middle East.

The tennis players on Team Sergio Tacchini in Monte-Carlo will be wearing the new "Elegance" kit, whose name says it all: elegant and classic. The white polo shirt, with graphics copied from a tux front, will be worn with pale grey trousers, this too strongly influenced by elegant trousers with a front crease. A collection in line with the prestigious setting of this tournament in the Monegasque Principality.