

# SGI Europe

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### Tacchini adds eyewear, strikes new collaborations

Sergio Tacchini has announced a license agreement with **GEM Lunetterie**, a French eyewear company. The company has also announced a collaboration with **Johanna Ho**, the fashion designer based in Hong Kong, to create a women's tennis line, and a partnership with a French apparel company, **Eleven Paris**, that recently changed hands.

The Italian sports brand said the deal with GEM Lunetterie, which marks its debut in the eyewear market, has been reached through negotiations conducted by **IMG**, which has partnered with Sergio Tacchini to seek licenses at the international level since 2012. A preview of all the models in Tacchini's first eyewear collection will be shown at the **Silmo** eyewear show in Paris in October. The collection will then be available at the brand's main retailers as well as select optical stores across Europe from February 2018. The eyewear collection will add to a range of products licensed by Tacchini that already includes clothing, for both tennis and sportswear in general, as well as footwear, underwear, beachwear, a children's clothing line, watches, perfumes and homewear.

The collaboration between Sergio Tacchini and Johanna Ho will result in a new line of tennis clothes called **Curvature**. The items in the new collection will feature various colors including pink, blue with pink details, and total white to celebrate Wimbledon. The new line will be available for sale as from spring 2018. Tacchini's sponsored players will wear it during the spring 2018 **Roland Garros** tournament in Paris.

The brand was very strong in France in former years. Its collaboration with Eleven Paris will involve a collection of around 30 styles of T-shirts, sweatshirts and pants for men and women, some of which will feature the script "Sergio is my coach." The partnership marks Eleven Paris' comeback after the urban fashion label went into judicial liquidation in March of

this year. The brand was later bought by the **Vog** group, one of its former shareholders, and is now led by **Dan Cohen**, one of its founders, along with **Ronan Pecher** as creative director. The Sergio Tacchini line will be available in September at the six Parisian stores where Eleven Paris is still active and on its e-commerce store, with prices starting from €39.