



STILL GOOD and SERGIO TACCHINI

A new partnership

Milan – Paris, January 2019: Sergio Tacchini, the sportswear brand known and distributed worldwide, teams up with Still Good, the French brand based in LA, for creation of a new capsule linked to the Fall Winter 2019 season.

The elegant sporting lines of Sergio Tacchini meet the eye-catching graphic design of Still Good, always based on human behaviour or facts, and the result of this encounter is a capsule that will be presented to the trade on 16 January in Paris.

Sergio Tacchini sportswear articles, from Tees to tracksuits via hoodies, have been reworked by Clement Taverniti, designer and owner of Still Good, with graphics linked to the world of communication, international exchanges and movement in general.

Sergio Tacchini garments are tinged with electric blue, the Still Good signature colour, which is teamed with other strong shades such as lime green and silver, in addition to classic black and white. Very interesting use has been made of the reflective nylon normally featured on outerwear, which in this capsule has been chosen for trousers, sweat hoods and tracktop sleeves.

This clothing capsule is also joined by an ST shoe, a Competition model reworked in the same colours and reflective nylon.

This mini collection will be on sale in the world's most on-trend stores in autumn and winter 2019.

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.