



SERGIO TACCHINI DESIGNS

BARBIE TENNIS CAPSULE COLLECTION

Milan, January 2019: Sergio Tacchini, the internationally renowned brand that has been dressing the top tennis players for over 50 years, is bringing Barbie onto the tennis court. To mark the occasion of the 60th anniversary of the most famous doll in the world, the Italian brand is creating a tennis clothing range for women and girls, complete with all the accessories a tennis champion in the making needs to be ready for the tennis court. A new co-branded logo has been created for this mini collection, in which the Barbie logo is combined with that of Tacchini, directly under the T. The logo has the approval of the WTA (Women's Tennis Association), and at the beginning of March 2019 the Team Tacchini players will take to the courts wearing the Barbie colours at the Indian Wells Masters 1000, to mark the anniversary of this iconic doll: just as Barbie has been inspiring girls for 60 years, so Barbora Strýcova, Ekaterina Makarova and the other women on the Team will be an inspiration to budding young tennis champions.

The collection consists of a tank-top and skirt for women, a girl's outfit of T-shirt and skirt, a full range of tennis accessories, and a T-shirt to mark the event. The inspiration for the look is the "Totally Hair" Barbie, making use of the psychedelic-style pattern of the doll's dress, while the colours are the official colours launched by Mattel for the anniversary. The skirt is pleated, in the classic women's tennis style. The tank-top has a clean, linear cut, with bright fuchsia piping around the cuffs and square neckline. The graphics of the outfit are picked up both on the visor, which has the co-branded logo on the front, and on the wristbands, one carrying the Sergio Tacchini logo, the other carrying the Barbie logo.

The cotton T-shirt celebrates the event itself and carries the symbol of the celebrations: the face of the first ever Barbie.

The Italian Barbie Designer for Special Events, Magia 2000, is creating a miniature set of the outfit for the iconic doll especially for the occasion, complete with accessories and props, as for a collectable doll. The image of Barbie dressed in the tennis outfit will be publicised for the event and will be widely promoted on the social media of both Mattel and Sergio Tacchini.

The Tacchini capsule will be on sale from the end of March in all the best tennis stores throughout Europe, Japan, and the USA. A mini ad campaign for tennis publications will be dedicated to the collection and event by the Italian brand.

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.

About Mattel

Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

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