



STAMPD

SERGIO TACCHINI for STAMPD

Sporty elegance meets street style minimalism

Paris, January 2018: Sergio Tacchini, the Italian sportswear brand, has announced a new footwear-focused partnership with American brand and street fashion icon STAMPD.

The fruit of the partnership between the two brands is the reworking with a street-style twist of the PRIME SHOT sneaker, a reissue of the great Pat Cash shoe, made for the champion in 1987, and that celebrates the victory of Cash at Wimbledon in 1987, when he was the Sergio Tacchini ambassador.

The limited edition created in partnership with Chris Stamp revisits the themes treasured by the two brands: the tennis in Sergio Tacchini's genes and monochrome black and white, iconic colours for Stampd. The sneakers are therefore made only in total black and total white, and are covered with white netting reminiscent of the nets on tennis courts, embellished with a zip affixed diagonally on the outer side of the shoe. The shoe's tongue features a black label bearing the "STAMPD" logo, while the Sergio Tacchini logo is in relief on the side of the shoe.

A few basic garments are offered alongside the shoe. The colours are always black and white, characterised by almost typographical artwork and the large Sergio Tacchini logo placed on a hoodie. Another example of artwork used is the one that encapsulates the Sergio Tacchini logo between two parallel horizontal lines that vaguely recall the iconic lines of the Italian brand's famous garments, like the SuperMac.

The capsule will be launched on the international market on the weekend of the Paris fashion week, with a Pop-up store opening its doors on 18th, 19th and 20th January in Le Marais.

The partnership with STAMPD is the harbinger of a new string of prestigious partnerships between the Tacchini brand and famous street fashion designers and stylists.

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.

Stampd: Founded by Chris Stamp in 2011, STAMPD is a fashion brand "avantstreet" from the west coast that reinterpretes the iconic models of the street culture with a contemporary vision. STAMPD has developed collaborations with some of the most valued brands of the moment.