



SERGIO TACCHINI

SERGIO TACCHINI FOR BAND OF OUTSIDERS PREVIEW OF THE SS19 CAPSULE AT PITTI

Florence, Fortezza da Basso, June 2018 Sergio Tacchini, the historic Italian sportswear brand, and Band of Outsiders, the iconic American menswear label, present their co-branding capsule for the SS19 season. On the second day of Pitti Immagine Uomo, Band of Outsiders will be putting on a runway showcasing all its summer collection, including the capsule pieces.

The collection gets its general inspiration from the statues in ancient Rome and the theme of the show will be "School trip to Italy. Visit to the ruins of ancient Rome". Some garments in fact feature the heads and busts of ancient statues.

The co-branding project between Sergio Tacchini and Band of Outsiders instead plays with iconic items by the Italian label and its mix of colours. Polo and T-shirts are developed with sleeves and collars in contrasting colours, while historic Orion track top and Orion pants, worn in the eighties by the tennis champions, have been reworked with contrasting colours like the polos.

Alongside the clothing, the capsule also includes a nappa leather shoe in the same colours used for the clothing, ranging from lively hues such as red and yellow to pastels like pink and sea blue.

The entire capsule features the combined logos of the two brands.

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.

Band of Outsiders, founded in Los Angeles in 2004, is an iconic menswear brand offering humorous, witty and iconic designs for the international man that doesn't take clothing too seriously. A favourite amongst A-List celebrities and influencers such as Donald Glover, Dave Franco, and Jeremy Irvine. Americana-inspired brand provides 'classics with a twist' generating a cult following for their impeccably cut tailoring and unique prints.