



SERGIO TACCHINI

## **SERGIO TACCHINI: NEW COLLABORATION WITH SELF MADE FOR SPRING SUMMER 2019**

*Milan, 22<sup>nd</sup> June 2018* The historic Italian sportswear brand Sergio Tacchini walks the Paris runway with a mini capsule created in collaboration with SELF MADE by Gianfranco Villegas.

The collection's garments are taken from the historic Tacchini archive, completely "restructured" with oversize volumes and graphic interventions which change their personality without distorting it.

A few models feature a patchwork of fabric inserts with sentences, mottoes and aphorisms linked to sportswear. Words are directly embroidered onto items, transforming garments into a mix of Italian detail and streetwear and hip hop culture from the American and Filipino world. Embroidery is a distinctive trait of the Self Made brand, impeccably blended with quintessential artisan quality which distinguishes all garments in the collection.

T-shirts draw inspiration from the 90s Tacchini archive, culminating in large geometric graphics which play on the union of both brand logos.

The main colours are classic white, black and the characteristic Self made orange, coupled with decisive colour interventions for T-shirt prints.

The iconic Sergio Tacchini Young Line double stripe is reproduced on the tracktop and crew-neck sweater, revisited with piping, ribbon, zig-zag embroidery, which evokes the Line, as well as satin stitch. The iconic Sergio Tacchini logo is proposed in embroidery, seamlessly combined with the Self Made logo in cornely technique.

The capsule also includes typical accessories from the tennis world, such as wristbands and the terry headband.

**Sergio Tacchini**, il rinomato marchio di abbigliamento sportivo, è stato fondato nel 1966 da Sergio Tacchini, tennista italiano. Negli anni il brand è divenuto sinonimo di stile italiano ed eleganza, e l'abbigliamento è riconosciuto a livello internazionale grazie ai più grandi tennisti del mondo che hanno fatto da testimonial al brand, come John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis e Novak Djokovic, con i quali il brand ha raggiunto 37 vittorie nel Grande Slam. Oggi il brand rimane leader nell'abbigliamento sportivo di qualità, grazie all'autenticità che gli deriva dal DNA tennistico, per un pubblico che cerca un abbigliamento che unisca eleganza, praticità e sportività. Il brand è sponsor tecnico ufficiale del torneo Rolex Monte-Carlo Masters.

**Self-Made** is a project born from Gianfranco Villegas, a young Filipino-Italian designer. The name of the brand originates from the designer's turbulent childhood growing up in Florence, Italy, as the son of an immigrant Filipino mother who didn't enjoy a privileged upbringing. Every piece in the collection is hand-crafted in Italy with premium materials and features tailored finishing's. The overall concept is mixing Italian luxury culture with Filipino American Streetwear and hip-hop culture. The Self-Made signature of hand embroidered 3Dgraphics is applied in cotton thread using a technique unique to the brand. The brand has presented its latest collections during men's Paris Fashion Week.