



SERGIO TACCHINI

SERGIO TACCHINI AND THE MONTE-CARLO TOURNAMENT CELEBRATE A 10 YEARS' PARTNERSHIP

In 2018, the partnership between the prestigious Rolex Monte-Carlo Masters tournament and Sergio Tacchini as its official sport equipment partner will celebrate its 10th anniversary. A decade of growth for the brand, also through the partnership with one of the most prestigious tournaments in the ATP circuit.

As every year, Sergio Tacchini creates the uniforms for the ball boys and girls on the court, and for the staff on and off the court. For the new edition of the tournament, the brand introduces a new style for the ball boys and girls. The uniform polo shirt will feature bright colours, mostly turquoise and a thin neon orange piping outlining the raglan sleeve, and it will be made from techno fabric like the pro range match uniforms. This polo shirt, a merchandising item, will make a souvenir to wear at matches on the court. Another novelty in 2018 is the introduction of the Italian flag detail on many items of the collection: on the wristbands of the ball boys and girls, on the zips of track tops and bomber jackets and even on the official towels used by the players on the court.

Reflecting the elegance of its Italian design and tennis DNA, the official merchandising, with the tournament logo, includes the must-have Tee with the official tournament poster and a wide range of polos – the icon product of the Italian brand – plus lots of items for sporty yet elegant casualwear.

The 2018 footwear includes a new technical shoe for ball boys and girls and court staff in a colourful mesh that matches the uniforms. The leather version of the same shoe style has a classic look but a sporty performance, ideal for training on the court. Leather features again in a retro sneaker shoe with clean and classic lines, bearing the tournament logo and a small Italian flag on the upper, as do the other items of the collection.

The whole merchandising collection, with all garments bearing the official tournament logo, will be available in Sergio Tacchini boutiques and in the official tournament boutiques, on the brand's e-commerce website (www.sergiotacchini.com) and in the best sports stores in Europe and the Middle East.

The tennis players on the Team Sergio Tacchini in Monte-Carlo will be wearing a new play line, "Retrò", understated and elegant, in classic blue and white, with knitwear patterns that create tone-on-tone stripes on the player's polo shirt; a collection in line with the exclusive tournament surroundings of the Principality of Monaco.

Sergio Tacchini è lo storico marchio italiano di abbigliamento sportivo nato nel 1966 dalla passione e dall'intuito del suo fondatore, Sergio Tacchini, campione internazionale di tennis. Il brand, mantenendo le proprie tradizioni e il suo DNA tennistico, in poco tempo si è affermato quale icona dello stile italiano e dell'eleganza sportiva, per un pubblico che coniuga la passione per lo sport all'eleganza e al confort dell'abbigliamento. Il marchio dall'inizio ha vestito i più grandi campioni mondiali di tennis – da John McEnroe e Jimmy Connors a Pete Sampras e Pat Cash, Mats Wilander e Gabriela Sabatini fino a Novak Djokovic – e ha vinto con loro ben 37 titoli del Grande Slam. Sergio Tacchini è sponsor tecnico ufficiale di alcuni dei più prestigiosi tornei Masters 1000, tra cui il Monte-Carlo Rolex Masters. Il brand mantiene le proprie tradizioni basate su innovazione e colore, ed è sinonimo di stile, design italiano e eleganza casual ispirata al tennis.

www.sergiotacchini.com

www.montecarlorolexmasters.mc