



SERGIO TACCHINI IS PRESENTING ITS FIRST EYEWEAR COLLECTION AT SILMO

Paris, October 2017: Sergio Tacchini is presenting its new collection of sunglasses and eyeglass frames designed for spring summer 2018 at SILMO optical fair in Paris.

The collection consists of 20 optical frames and 6 styles of sunglasses, designed for men, women and teenagers.

The lines are predominantly vintage, linking them to the Italian brand's heritage, and got their inspiration from photographs of glasses and sunglasses worn by the models in old, Sergio Tacchini collections and catalogues.

The materials used are acetate, steel and titanium; all the sunglasses have polarised lenses for maximum comfort, preventing that annoying glare when sunlight is reflected in water or snow.

The steel frames feature an epoxy application along the temple bar, giving the glasses a distinctive look.

The type of hinge chosen to fasten the temple bar to the frame is an interesting detail, as it can be easily and quickly replaced by the optician should it be broken.

The collection was developed and manufactured by GEM Lunetteries, with whom Sergio Tacchini has signed a five-year licence agreement.

The new collection will be available from February 2018 at the main retailers carrying the brand and at selected opticians across Europe.

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 MonteCarlo Rolex Master tennis tournament.

GEM Lunetterie

Established in 1978 in Oyonnax / France, in the cradle of the plastic eyewear industry that emerged just after WWII. Oyonnax is still today an important production and distribution center for eyewear in Europe. At the beginning, the company produced Private Label frames only (OEM productions) for Key-Accounts and famous haute-couture and ready-to-wear houses. From 1981 and till 1996, GEM Lunetterie became one of the two distributors of Ray-Ban sunglasses in France. Almost 40 years after her birth, GEM keeps on producing Private Label frames in addition to some Licensed Products that she sells on 40 markets worldwide.