



SERGIO TACCHINI

## **SERGIO TACCHINI RENEWS PARTNERSHIP WITH MONTE-CARLO**

After a fruitful five-year partnership with the prestigious **Monte-Carlo Rolex Masters** tournament, **SERGIO TACCHINI** is proud to announce that it will be renewing its partnership with S.M.E.T.T., the company that organises the tournament, for a further three years. The Italian brand will be returning to the court with renewed enthusiasm as technical sponsor for the **108<sup>th</sup> edition** of this celebrated tournament.

In the stunning Belle Epoque setting of the Monte-Carlo Country Club, where world-class players meet on the clay courts for some of the most exciting matches in tennis, the Sergio Tacchini collections will be sported by players, ball boys and balls girls and by staff who organise the various tournament activities and on sale in the official ST merchandise boutique.

The brand's tennis-inspired Italian style is reflected in the staff uniform. Bright yellow and orange are teamed with a contrast navy blue base for the ball boys and girls. The ST logo has been added to the name of the tournament, with a new design that features throughout the entire collection. The same design and contrast colours have also been used for players' towels on court.

A new model of shoe has been developed exclusively for use on and off court during the tournament and the logo has been added to the shoe's upper and tongue.

The main fabric used is cotton, particularly fleece and the classic Sergio Tacchini piqué, and garments feature a palette of bright colours and have a naturally smart fit.

Merchandising has also been developed and this can be purchased during the tournament from the official Sergio Tacchini boutique, leading sports retailers throughout Europe, and the ST e-store. The colours and tennis symbols in the merchandising collection have been interpreted with cotton fabrics and sporty lines that create the perfect look for spectators who want clothes that express cool Tennis Club style.

For the 2014 edition of the tournament, some of the world's best players will be returning to the Monte-Carlo court in the Tacchini uniform, including Tommy Robredo, who is a huge fan of the Italian label.

Classic Italian sportswear brand **Sergio Tacchini** was created in 1966 from the passion and intuition of the founder and international tennis champion Sergio Tacchini. Never veering away from its tennis background and traditions, the brand soon became an established

icon of Italian style and sporting elegance for customers who wanted to combine their passion for tennis with elegant, comfortable clothing. From the very start the brand has dressed some of the world's biggest tennis champions - including John McEnroe, Jimmy Connors, Pete Sampras, Pat Cash, Mats Wilander, Gabriela Sabatini and Novak Djokovic – and with them it has won 37 Grand Slam titles. Sergio Tacchini is official technical sponsor for some of the most prestigious Masters 1000 tournaments, including the Monte-Carlo Rolex Masters. The brand sticks to its traditions (based on innovation and colour) and is synonymous with style, Italian design and tennis-inspired casual elegance.

**[www.sergiotacchini.com](http://www.sergiotacchini.com)**

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