



SERGIO TACCHINI ENTERS THE EYEWEAR WORLD WITH GEM LUNETTERIE

Milan, July 2017 – The Italian sports clothing brand Sergio Tacchini enters the eyewear world thanks to the license agreement signed with the French company GEM Lunetterie. The agreement has been reached thanks to the negotiation of IMG, which has been a partner company of Sergio Tacchini since 2012 seeking licenses on an international scale.

In this way, a new market opens up for Sergio Tacchini, and the eyewear sector will enrich the brand's offer that, to date, includes clothing – both tennis wear and sportswear – underwear, beachwear, footwear, a children's clothing collection, perfumes, watches, homewear, and as from next year, also sunglasses and optical frames, essential accessories to complete one's look.

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

There will be a preview of all models in the new collection during the month of October at the 2017 SILMO Optics and Eyewear Trade Fair in Paris.

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.



SERGIO TACCHINI



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.

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