



SERGIO TACCHINI

SERGIO TACCHINI AND ANDREA CREWS CREATE AN EXCLUSIVE CAPSULE FOR WSM

Milan, June 2018: Sergio Tacchini, the historic Italian sportswear brand, is one of the first to have believed in the new event White Street Market and, to mark the occasion, it will be presenting an exclusive capsule on sale only for the duration of this three-day happening.

This capsule has been created in collaboration with the Paris-based brand Andrea Crews, with which Sergio Tacchini launched an initial capsule exactly one year ago during the Paris Fashion Week.

The designers used the Supermac track top from the Sergio Tacchini Archivio line, a loyal reproduction of tennis wear from the eighties, and came up with extremely original, unique garments. Thanks to an operation that is more than simple upcycling, they have created two-colour track tops, combining two halves of the same garment, but in different variants, to produce perfect items for the summer that is upon us. White and royal and white and navy are the colour combos for these 'outside the box' track tops.

The most original item of all is, however, the poncho, produced in very limited numbers and practically exclusive, obtained by uniting two track tops and turning the necks into the two sleeves and part of the sleeves into a hood.

The entire operation came about thanks to combination of this Italian brand's icon garments with the philosophy of Andrea Crews, which upcycles normal clothes to give them new life. This leads to the creation of items with strong personality that are always very original and make a huge contribution to saving materials and energy.

Sergio Tacchini, the renowned sportswear brand, was founded in 1966 by the Italian tennis player Sergio Tacchini. Over the years, the brand has become a synonym of Italian style and elegance, and its clothing is recognised internationally thanks to the world's

greatest tennis players who have lent their faces to the brand, such as John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis and Novak Djokovic, which whom the brand has achieved 37 Grand Slam victories. Today the brand is still leader in the quality sportswear sector thanks to the authenticity it derives from its tennis DNA, for a target looking for clothing that combines elegance, practicality and sporting attributes. The brand is official technical sponsor for the Rolex Monte-Carlo Masters tournament.

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