

## SERGIO TACCHINI

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Milan, July 2017: The Italian sportswear brand Sergio Tacchini has signed a precious collab with Hong Kong based fashion designer Johanna Ho for a female tennis line.

Curvature is the name of the line, a synonymous for femininity and soft lines, which has been designed for Roland Garros 2018. Established Hong Kong designer, Johanna Ho is a passionate tennis player, and in creating this line, she harnessed her great love for both the sport and fashion. Lines are sinuous, the full, feminine volumes and the elegance of the garments make this line special. Haute couture meets tennis, creating a highly feminine, unconventional line, with stylish yet unobtrusive detailing, such as the little frills on the culottes, the wide pleats in the dress and the beautiful little girl's dress, collegiate in style and highly elegant in its clean lines. The fabrics are high quality and stylish too, with nylon crepe and a jacquard mesh to name just two. The colours are pink, very feminine, blue with pink details, to enhance the classic elegance, and total white, Wimbledon-style.

This line will be available in the best tennis stores and on the online store of the brand starting from Spring 2018. ST Team female tennis players will wear this line in occasion of the Grand Slam tournament Roland Garros 2018.

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 MONTE-CARLO ROLEX MASTER TENNIS TOURNAMENT.

JOHANNA HO, HONG KONG BASED FASHION DESIGNER, GRADUATED FROM CENTRAL SAINT MARTINS IN LONDON WITH BOTH UNDERGRADUATE AND MASTERS DEGREES. HER FIRST COLLECTION WAS BOUGHT BY BARNEYS NY AND SUBSEQUENTLY SOLD TO AROUND 40

retailers internationally such as Via Bus Stop, Isetan, Takashimaya & Seibu in Japan, Browns & Harrods in London, Myer in Australia and Lane Crawford, Liger & Harvey Nichols in Hong Kong.

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