

SERGIO TACCHINI AW18

AW18 sees Italian brand Sergio Tacchini introduce two lines for the season. Named after the tennis player himself, Sergio Tacchini founded the brand in the 60's and the rich history continues to inspire the current collections. Italian style and creativity, innovation and quality, together with tennis DNA are the values of Sergio Tacchini, a reference brand for those who love to wear casual but with elegance and style.

SERGIO TACCHINI'S TOP LINE

THE ARCHIVIO COLLECTION: Representing the Sergio story and the elegance of the brand, the Archivio line features reproductions of iconic essentials from the Italian brand's history. Rich in heritage, these styles have been seen on many of the great tennis players over the decades, with their designs reworked and materials and graphics updated for the current day. For example, the AW18 collection sees the introduction of the Fohn and Scirocco sweats, which were both worn by McEnroe during his legendary match against Borg at Wimbledon

THIS 'SPORTS LIFESTYLE' CATALOGUE: for AW18 is built upon a plethora of stories; Urban Track- A sports line designed with exclusivity and attentive details to ensure elegance whilst training. The composition of different fabrics to guarantee performance and a slim fit silhouette, creates a sporty yet sophisticated line. The importance of freedom of movement is highlighted through a soft-touch sweat and a new bonded knitted fabric; an evolution of neoprene. Vibrant touches of colour pop against a palette of black, greys and navy blue.

Lincks- A street style line with strong graphics and a nod to the nineties, referencing the world of hip-hop and street subcultures. Fit is regular, garment construction is simple and linear, and fabrics are typical of sportswear with diamond ripstop and poly piqué. Graphics are inspired by perspective, therefore lots of multiple lines and contrasting solids and hollows. Colours clash with same-colour combos of black, or white backgrounds with lively shades.

Block- This AW18 season sees the 'Block' line referring to the metropolitan and urban areas and blocks, also inspired by the nineties. Comfortable fits and colour blocking create the foundations of this collection, with the main feature being the maxi logo in the original nineties font, thus becoming a true graphic on the garments and not just a logo.

Graphic Programme- All garments in this collection feature the Italian flag as three embroidered lines and are reworked from the Archivio graphics to create this new season of styles, built from 4 sub lines. There is ILAN, in poly twill, with curved line graphics reminiscent of Eklips tennis wear. ISHEN, which is again in a poly twill but with modernised graphics from the seventies. ISHU is in polyester, with graphics inspired by ski wear from the nineties and colour blocking and stripes on the sleeves. Finally, PINSTRIPE, features the double super mac band on the sleeves and graphics using the words 'Sergio Tacchini' to recreate a typical pinstripe effect.

Essential Training- Bridging the line between the fashion end and sportier side, fabrics are a classic in cotton, brushed cotton and polyester, as well as poly diamond. A big logo theme runs with prints and embroidery across the tees and sweats and then in contrast, the sportier elements to the line have a more refined, smaller logo.

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