

Sergio Tacchini

VSW 2020

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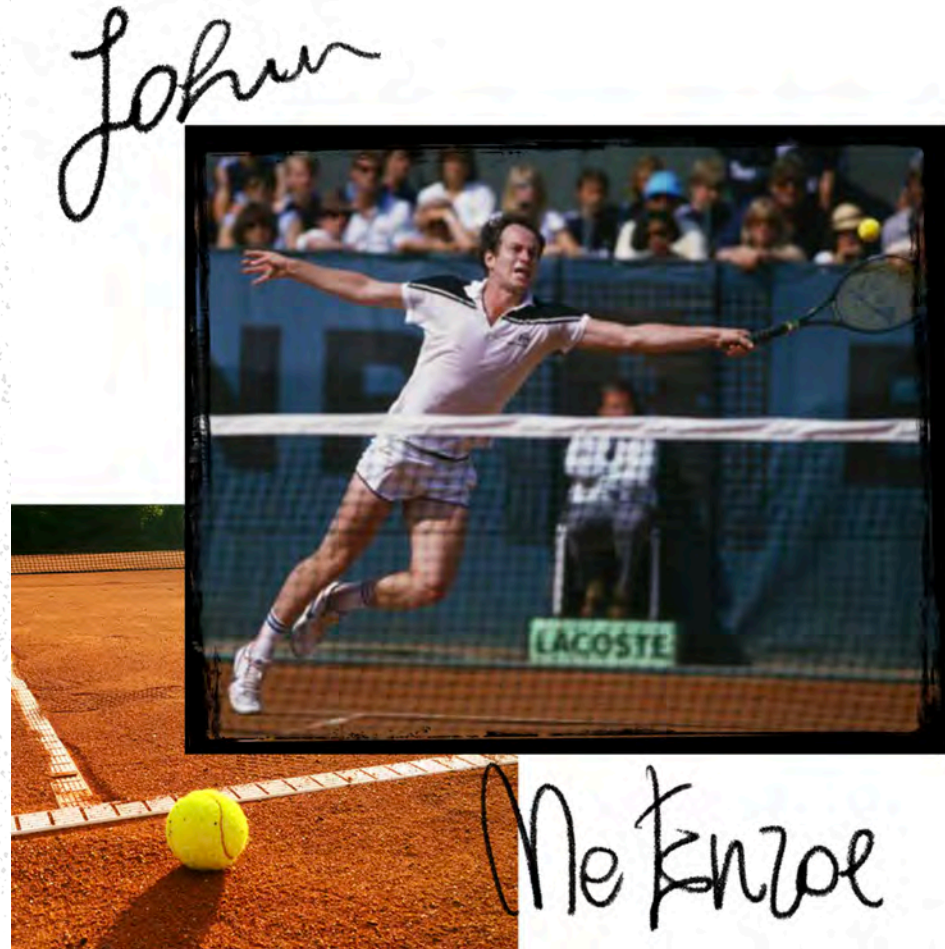
VSW 2020



Sergio Tacchini

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- ABOUT SERGIO TACCHINI
- THE EYEWEAR BRAND
- OUR PRODUCT
- COMMERCIAL OVERVIEW





Sergio Tacchini

/CORE MESSAGES



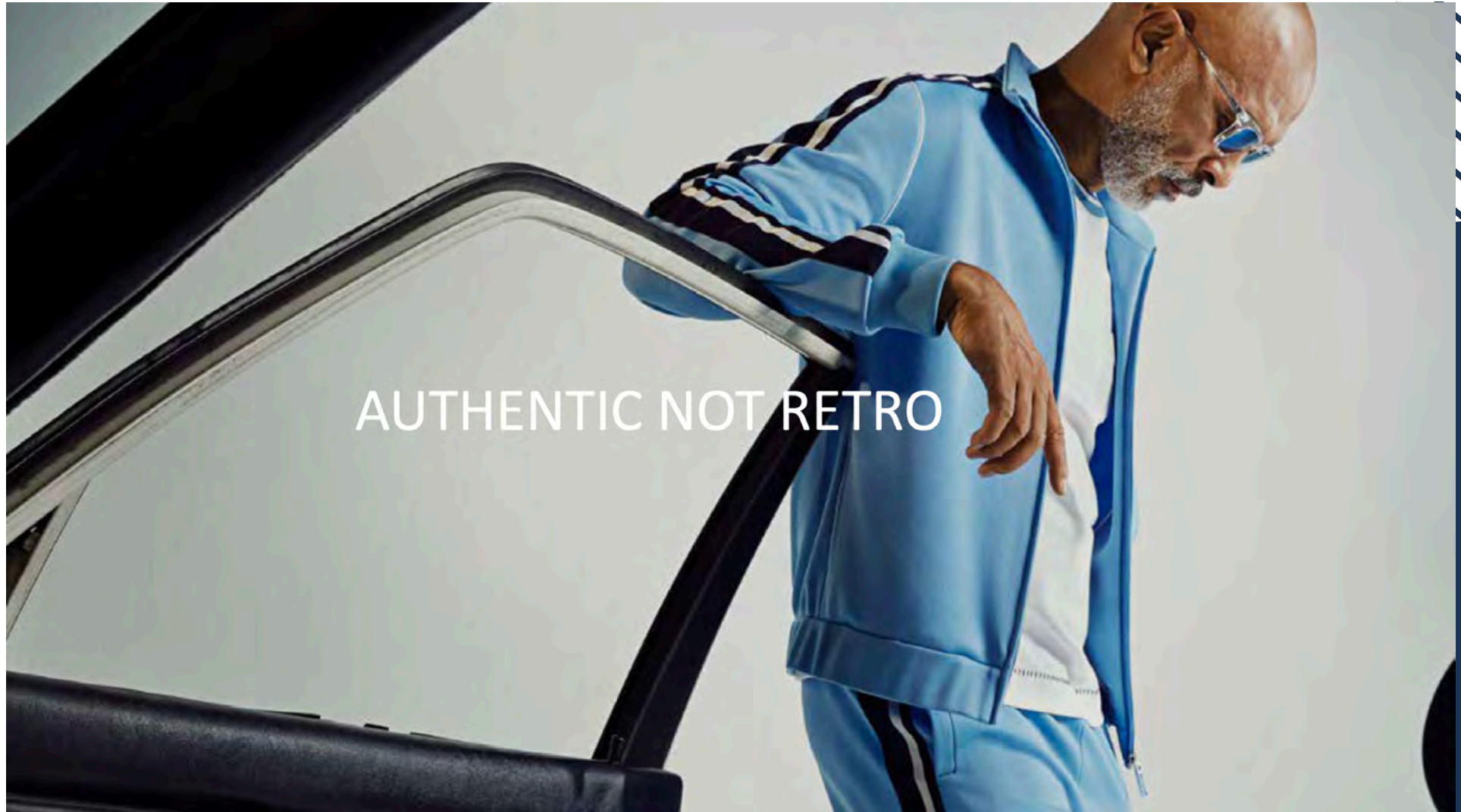
EASE NOT EASY





Sergio Tacchini

/CORE MESSAGES



AUTHENTIC NOT RETRO



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/CORE MESSAGES



CHIC NOT CHEAP





Sergio Tacchini

/CORE MESSAGES



CLASSIC NOT OLD





Sergio Tacchini

/CORE MESSAGES



SOPHISTACTED NOT STUFFY





Sergio Tacchini

WE ARE:

An aspirational Lifestyle brand rooted in Italian tennis heritage, connecting sport and culture through sportswear essentials for men, women and children.

VISION:

We exist to create timeless product built with integrity, consciousness and craftsmanship.

PURPOSE:

We can do it because we live at the intersection of Sport and Culture.

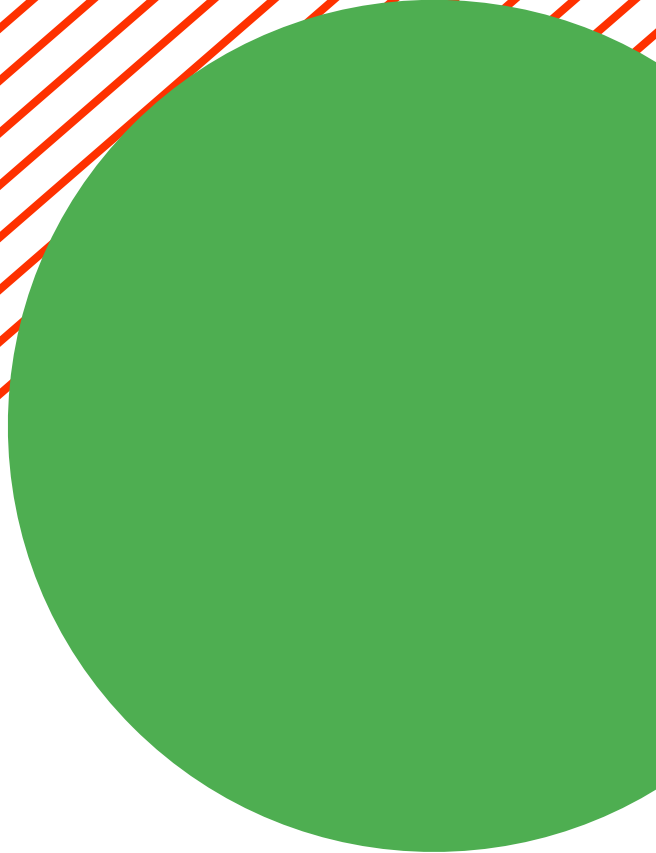
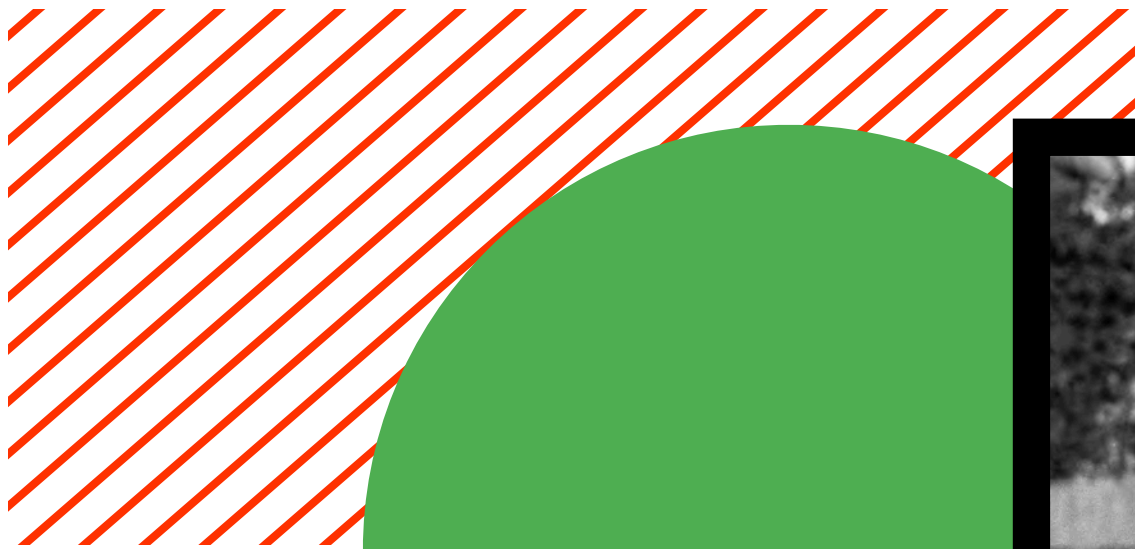
VALUES:

Across everything we embody & enable: Authenticity, Irreverence and a championship spirit.





Sergio Tacchini



EVERYTHING YOU NEED
EVERYTHING YOU NEED
EVERYTHING YOU NEED
EVERYTHING YOU NEED



Sergio Tacchini

/ABOUT

SERGIO TACCHINI EVERYTHING YOU NEED TO WIN

Sergio Tacchini is a heritage sportswear brand. The iconic Italian label draws together elegance and innovation. Using their extensive authentic archive, Sergio Tacchini reinterprets original collections into contemporary fashion.



/BRAND POSITIONING

SERGIO TACCHINI BRAND POSITIONING - THE ASPIRATION

For generations, people have chosen Sergio Tacchini as a bold stroke in a wardrobe that they make their own.

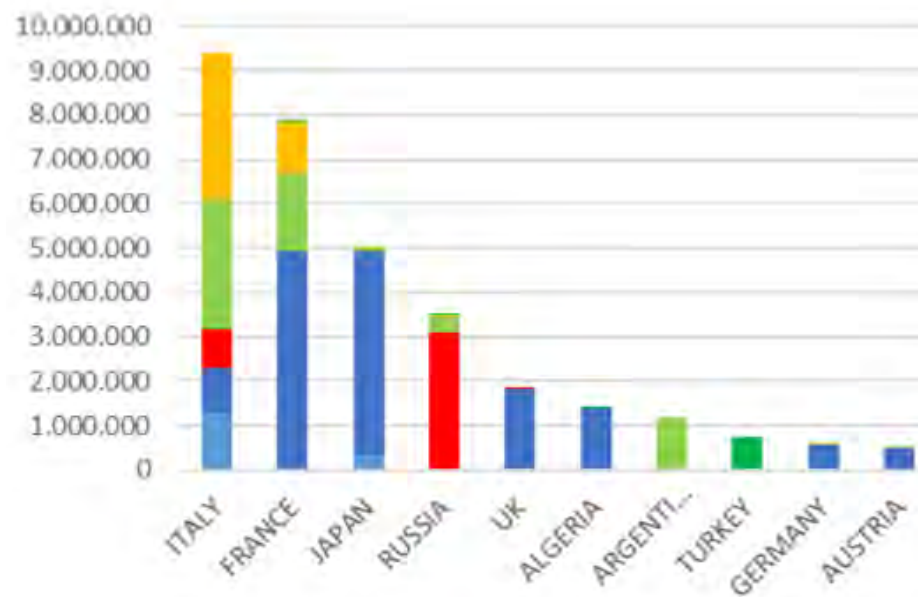
From the tennis obsessed, to the football terraces, wearers in the 1970's, and the hip-hop culture of the 1990's, consumers have chosen Sergio Tacchini as a form of expression - the antithesis of construct, just like Sergio Tacchini intended; bringing the first colour uniforms to the all white tennis courts



/BRAND POSITIONING

SERGIO TACCHINI WHAT IS SOLD WHERE

Europe still shows the largest per country turnovers with France and Italy key, but Japan, Russia, The UK, Algeria, Argentina, Turkey and Germany have started to show fast growth. The USA will be the biggest growth area the second half of 2020.



■ ACCESSORIES - BAG & LEATHER GOODS

■ APPAREL

■ FRAGRANCES

■ SHOES

■ SOCKS / UNDERWEAR / HOMEWEAR / BEACHWEAR

■ WATCHES





Sergio Tacchini

/PRODUCT

MAIN LINE, COURT & WHITE LABEL

Sergio Tacchini is about living life like a playground. From the tennis courts to the streets, the brand reaches different cultures and generations all over the world.





/MAINLINE

SERGIO TACCHINI MAIN LINE

Archive - These are amazing archive items from history that are recreated and are in demand from the “it crowd”.

Relevance - Super important as they balance the whole collection, drive demand and make Sergio Tacchini relevant today and moving forward.

Collaborations - Because of the history and strong look collaborations are mostly done within the green collection.





Sergio Tacchini

/COURT

SERGIO TACCHINI COURT

Mens and Ladies - technical sports gear and tennis apparel for the competitive man or woman.

Monte Carlo - a complete collection designed for Monte Carlo, from players, to umpires and ball boys/girls.

Melbourne, Paris, Wimbledon, New York - A collection created for each major tennis tournament.





Sergio Tacchini

/WHITE LABEL

INTRODUCING THE WHITE LABEL





Sergio Tacchini



THE EYEWEAR BRAND
THE EYEWEAR BRAND
THE EYEWEAR BRAND
THE EYEWEAR BRAND



Sergio Tacchini

/EYEWEAR

INTRODUCING SERGIO TACCHINI EYEWEAR

The SUN 2021 launch, similar to 2020, is influenced by some strong 80's movements.

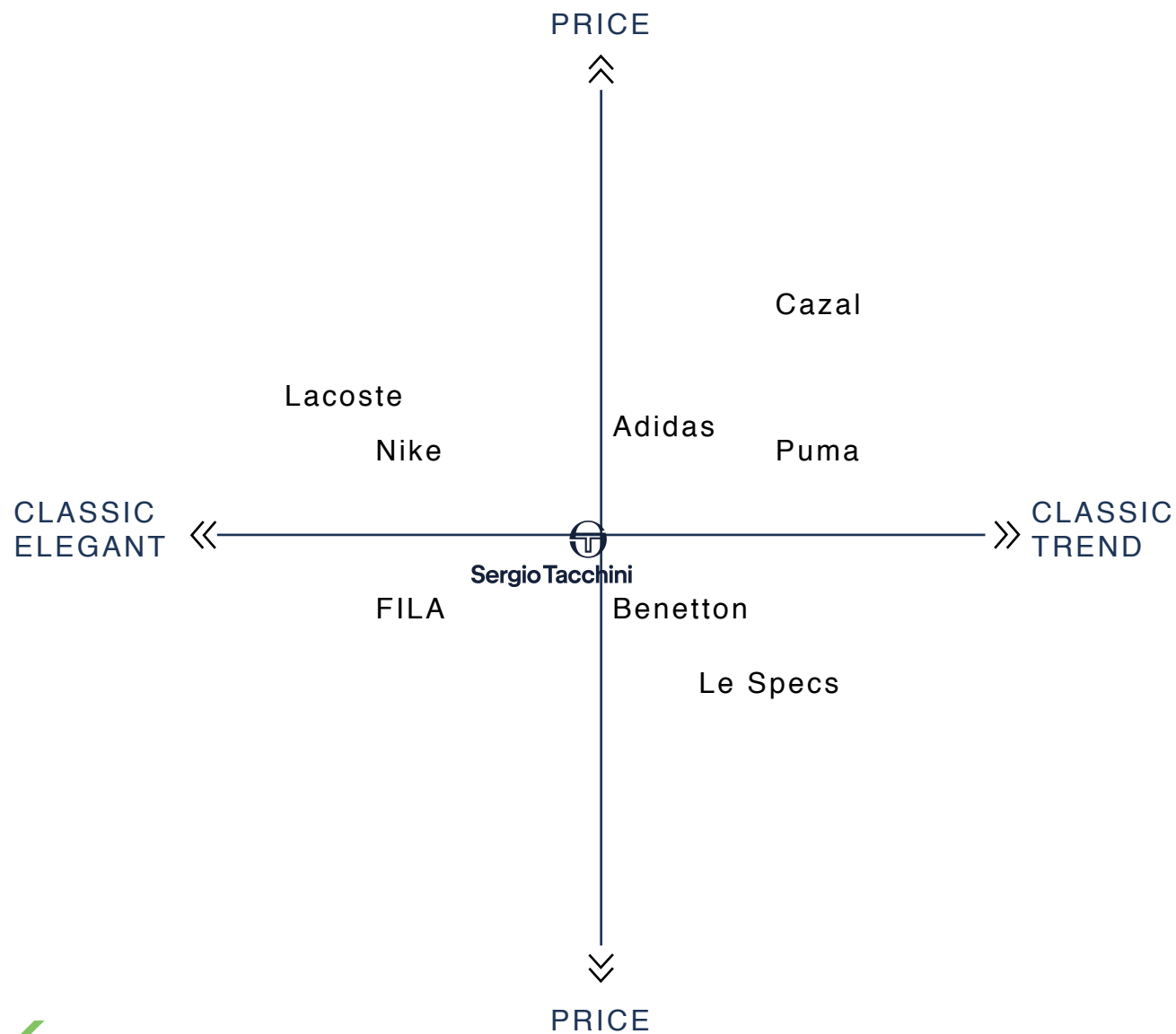
The 3 core areas draw influences from 80's ski culture, the beginning of hip-hop and the now historic look based on primary colours driven through the huge awareness of sport building up to the Los Angeles Olympics in '88.



/EYEWEAR

SERGIO TACCHINI POSITIONING

The eyewear collection is positioned right in the centre of classic elegant and classic trend, bridging into technical eyewear. The White Label will be the pinnacle using the very best, leading materials.





/EYEWEAR

SERGIO TACCHINI INFLUENCES

We have used iconic influences of the 80s with a modern take and focused on Mainline, Court and The White Label as key expressions.





Sergio Tacchini

/PRESS AND SOCIAL MEDIA

FASHION NETWORK

BUSINESS DISTRIBUZIONE SFILATE CREAZIONE COMUNICAZIONE INDUSTRY INNOVAZIONE COLLEZIONE PEOPLE EVENTI NOMINE


Sergio Tacchini sale di gamma e si sposta a New York

Domènica Maroni
Carlo Ruffini
13 apr 2020
15 min di lettura
4 min

Sergio Tacchini ha lanciato la propria rivoluzione al Pitti Uomo. Il marchio di sportswear, che nel luglio scorso è stato ceduto dal gruppo cinese Wintex all'imprenditore italiano Stefano Maroni, associato con i due fondi americani Twin Lakes Capital e B.Riley Principal Investments, ha scelto la famosa fiera di moda maschile per illustrare la sua nuova strategia. Lobiettivo? Riportare all'antico splendore quello che è stato definito "il Lacoste italiano" attraverso una crescita di gamma in termini di immagine e di prodotti.



UNITED NEWS • JOBS • LODGING • EYE




Dao-Yi Chow presents debut collection for Sergio Tacchini

Yanbo He/Helen Stone | Visuals/Imagery | 17/2020

Dao-Yi Chow, co-founder of Public School, has showcased his new take on tennis apparel with his

WWD Back to Review

2020 Men's Fall Collections
Milan
Sergio Tacchini
Collections





Sergio Tacchini Men's Fall 2020

You're missing something!
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Look 12 / 21

FASHION • FOOTWEAR • LIFESTYLE • ART & DESIGN **Wait!** FASHION

The task of the new Chinese creative director is therefore very complex, since it has a vast archive and a very long history to study. This FW 2020 is all based on the desire for revenge and the concept revolves around the meaning of movement and tribe, of how both intertwine and unite perfectly, taking inspiration from the crews of the past who have adopted the Tacchini brand over the years. Street slang alongside bourgeois education give way to logomaniacs, lettering, and volumes on the rise in line with contemporary trends.

lewcaine 20h

@sergiotacchini_official 🤔



Send message



eleonoratagliata 🍷💖
6d Reply

yunhoseok 🥰🥰🥰
6d Reply

Florence - Firenze - Флоренция

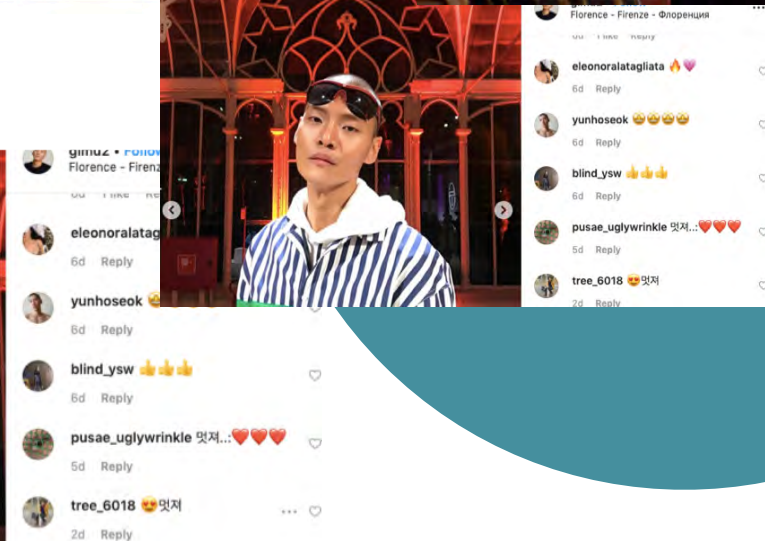
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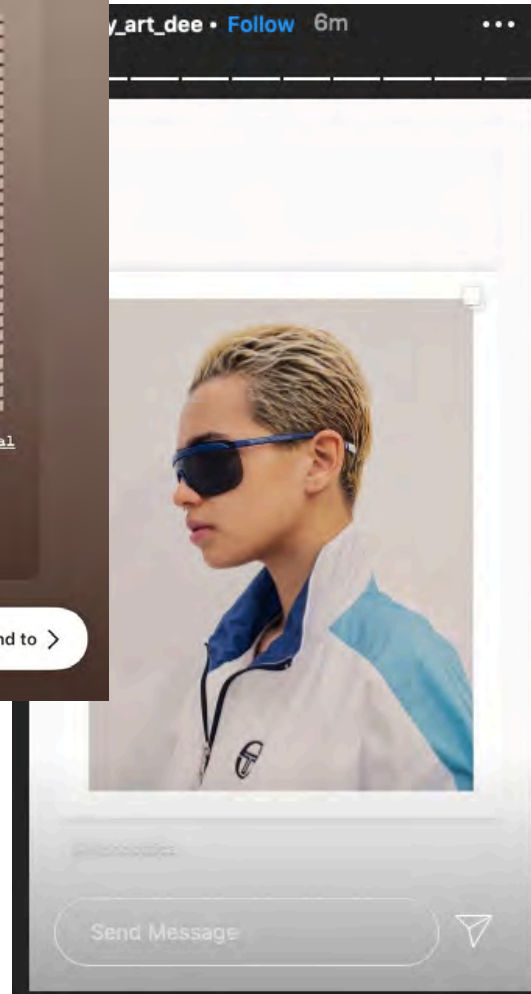
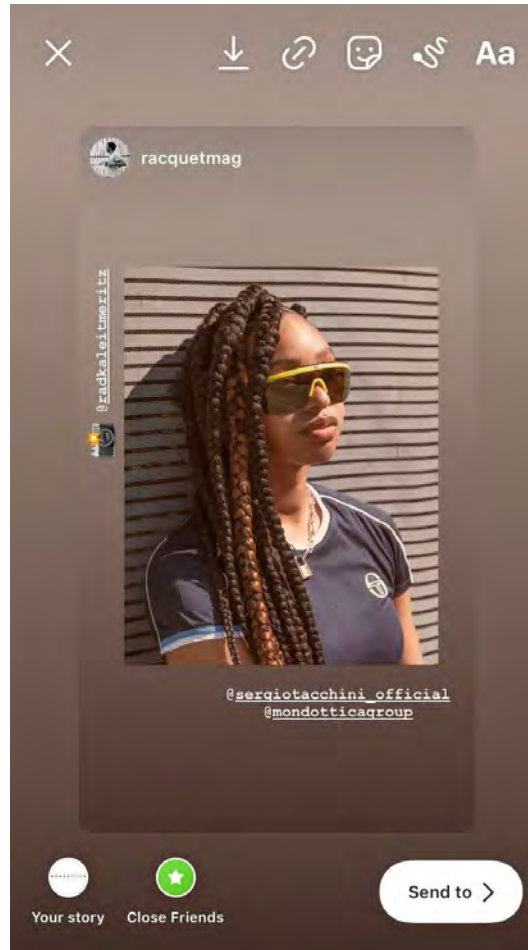
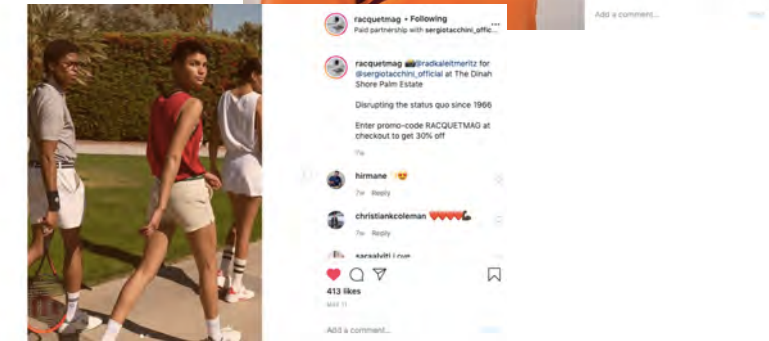
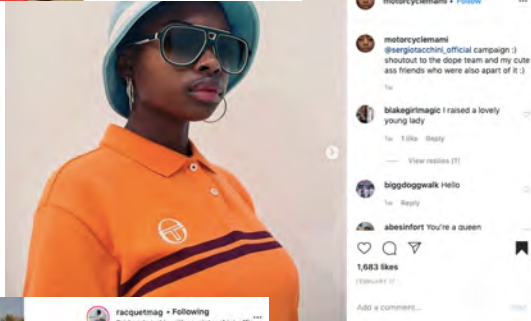
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5d Reply

tree_6018 멋져
2d Reply





/PRESS AND SOCIAL MEDIA





Look VISION
N° 191 - MARZO/MARCH 2020

YOU'LL NEVER WANT TO WEAR ANYTHING ELSE AGAIN.

Incomparably light.
Extraordinarily comfortable.
Try it. Wear it. Love it.

Silhouette
ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

Sergio Tacchini Primera colección de la mano de Mondottica

De las pistas de tenis a las calles, llega la primera colección de la firma, diseñada, producida y distribuida por Mondottica. Inspirada en la herencia deportiva ganadora de Sergio Tacchini, se compone de una gama de sol y otra de vista, llenas de color y elegancia.



La colección de sol de Sergio Tacchini se centra en tres puntos de partida para sus diseños: la gama Blue, que incluye clásicos atemporales del lado más fashion de la firma; la gama Red, que celebra el tenis y los elementos técnicos de la ropa deportiva y la gama Green, como homenaje a las piezas de archivo más icónicas. Cada modelo incluye el logo inconfundible de Sergio Tacchini. Por otro lado, la selección óptica añade el metal como protagonista mientras que la elegancia está presente en todos sus estilos. www.mondottica.com



La gama Green otorga gran protagonismo a la forma aviator adaptada a diferentes formas de rostro, tanto femeninas como masculinas. En la colección Blue destaca el amor por el streetwear y la moda activa con los logos como referencia orgullosa a la marca. Así la montura STBS1003 incluye el logo de Sergio Tacchini inspirado en la pelota de tenis y sus distintivas líneas en los terminales.



En la selección Red, eminentemente técnica, destacan los modelos STRS1001 y STRS1002, basados en la leyenda del tenis americano John McEnroe y su famosa cinta para la cabeza que llevó durante los 80. Estos diseños extra ligeros lucen lentes espejadas combinadas con una cautivadora paleta de color.

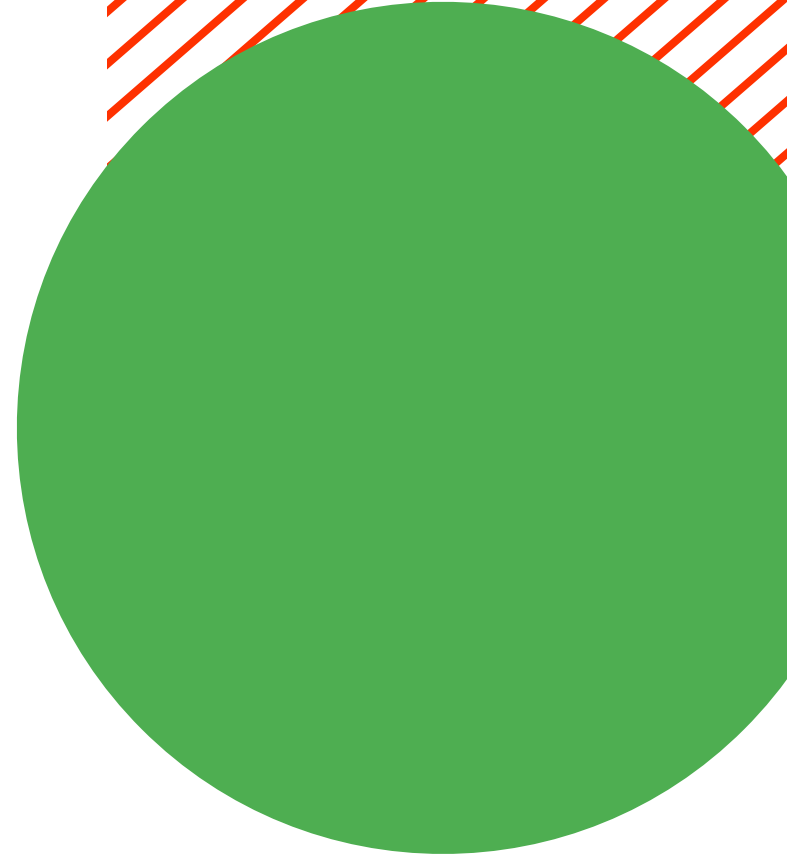


La colección óptica transmite una total confianza a través sus referencias vintage con un giro hacia los clásicos.





Sergio Tacchini



THE EYEWEAR
THE EYEWEAR
THE EYEWEAR
THE EYEWEAR



/SPRING 2021 INSPIRATION

60's – Origin



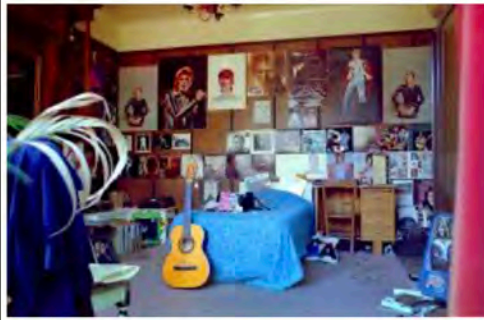
70's Tennis



80's Terrace



90's Hip Hop NYC



EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN



Sergio Tacchini

/SPRING 2021 INSPIRATION



EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN

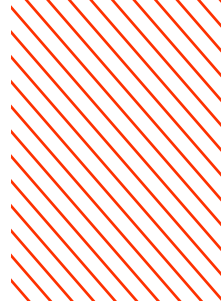


Sergio Tacchini

/SPRING 2021 INSPIRATION



EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN
EVERYTHING YOU NEED TO WIN



/PRODUCT

SUN 2021

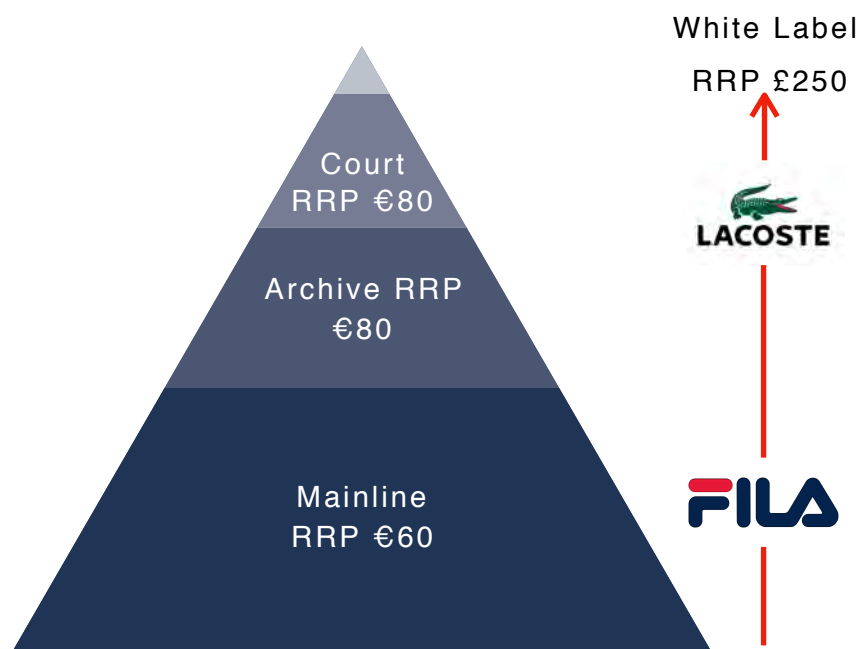
This collection is the choice for those who choose to be themselves, to live their lives freely and shape the world they live in.



/PRODUCT

OUR UNIQUE POSITION

SUNGLASSES



9 MODELS - 29 SKUS

€80 RRP



PDM015501



PDM015502



PDM015497



PDM015500

€60 RRP



PDM015504



PDM015508



PDM015785



PDM016105



PDM016106





Sergio Tacchini

/SUN

MAIN LINE

6 commercial styles

RRP €60

Injection with PC lens





Sergio Tacchini

/SUN

MAIN LINE

PDM015504

SIZE 52/17-145

PRICE €60 RRP



002 BLACK



655 NAVY



667 DARK NAVY





Sergio Tacchini

/SUN

MAIN LINE

PDM015506

SIZE 55/16-145

PRICE €60 RRP



221 RASPBERRY



940 GREY



002 BLACK





Sergio Tacchini

/SUN

MAIN LINE

PDM015785

SIZE 52/20-145

PRICE €60 RRP



002 BLACK



940 GREY



633 NAVY



/SUN

MAIN LINE

PDM016105

SIZE 55/17-145

PRICE €60 RRP



932 GREY



645 NAVY



001 BLACK





Sergio Tacchini

/SUN

MAIN LINE

PDM016106

SIZE 58/18-145

PRICE €60 RRP



640 NAVY



002 BLACK



001 BLACK



932 GREY





Sergio Tacchini

/SUN

ARCHIVE

2 archive styles with a RRP €80
Cellulose Acetate

For chain stores, fashion stores and
independent opticians





Sergio Tacchini

/SUN

MAIN LINE
ARCHIVE

PDM015497

SIZE 59/15-145

PRICE €80 RRP



663 DARK BLUE



442 TORTOISE



630 NAVY



932 GREY





Sergio Tacchini

/SUN

MAIN LINE
ARCHIVE

PDM015500

SIZE 62/13-145

PRICE €80 RRP



933 GREY



409 TORTOISE



002 BLACK



932 GREY





Sergio Tacchini

/SUN

COURT

2 shield styles in PC lenses with a RRP
€80





Sergio Tacchini

/SUN

COURT

PDM015501

SIZE 138/0-120

PRICE €80 RRP



002 BLACK



604 BLUE





Sergio Tacchini

/SUN

COURT

PDM015502

SIZE 135/0-120

PRICE €80 RRP



208 RED



611 NAVY



400 ROSE GOLD





Sergio Tacchini

/CASE

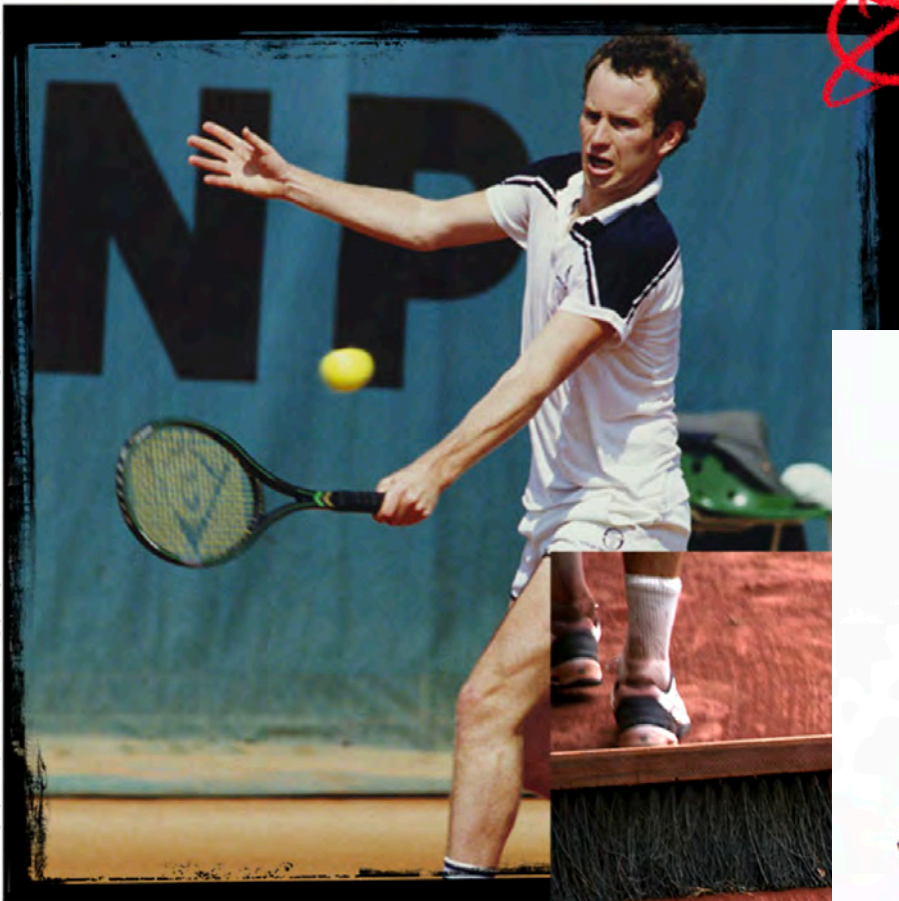
SERGIO TACCHINI – THE CASE FOR OUR CASE

Our ST case is an old school homage to the 80's as I am sure we all remember this.





Sergio Tacchini



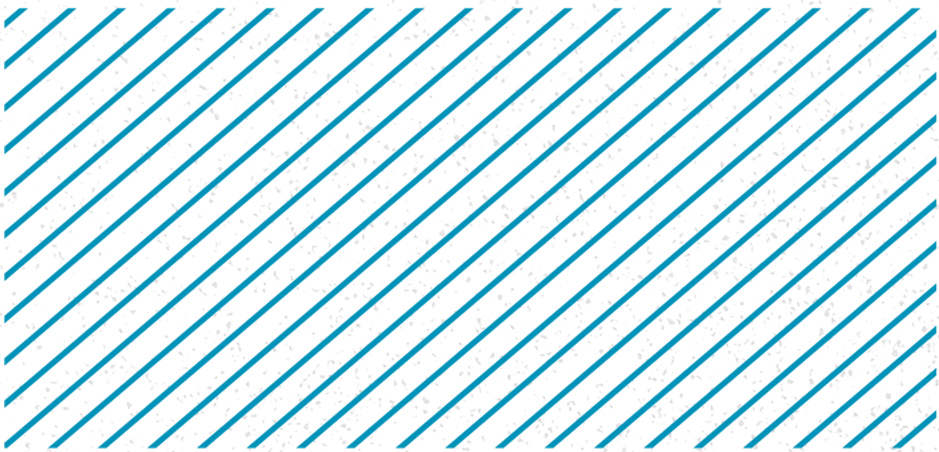
- 1984



YOU CANNOT BE SERIOUS
YOU CANNOT BE SERIOUS
YOU CANNOT BE SERIOUS
YOU CANNOT BE SERIOUS



Sergio Tacchini



Sergio Tacchini

THANK YOU
THANK YOU
THANK YOU
THANK YOU

