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MIDO

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SERGIO TACCHINI

“YOU CANNOT BE SERIOUS”

- About Sergio Tacchini
- Eyewear Brand
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ABOUT SERGIO TACCHINI

/ABOUT

SERGIO TACCHINI

“YOU CANNOT BE SERIOUS”

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.



- Sergio Tacchini epitomises classic sport lifestyle culture celebrated in the 80s. It became a household name and worn by the sports icons of that era through 3 collection segments.
- Blue consists of Fashion basics and is the biggest part of the collection.
- Red is tennis and focused on technical sports wear.
- Green is archivio and focuses on recreating the extensive archives of famous clothing worn by iconic Sergio Tacchini sponsored sports stars.
- It was designed to attract 3 different profile customers that bought into the brand and lifestyle concept as a whole.
- Each design has it's own strong character, with an underlying classic and elegant feel.

/BRAND POSITIONING

SERGIO TACCHINI BRAND POSITIONING

Sergio Tacchini has its own niche, attracting customers who want sports fashion product at an accessible price. It differentiates itself from the heritage tone of FILA and LACOSTE and the entry level technical position of Kappa as well as a higher technical brand such as PUMA.

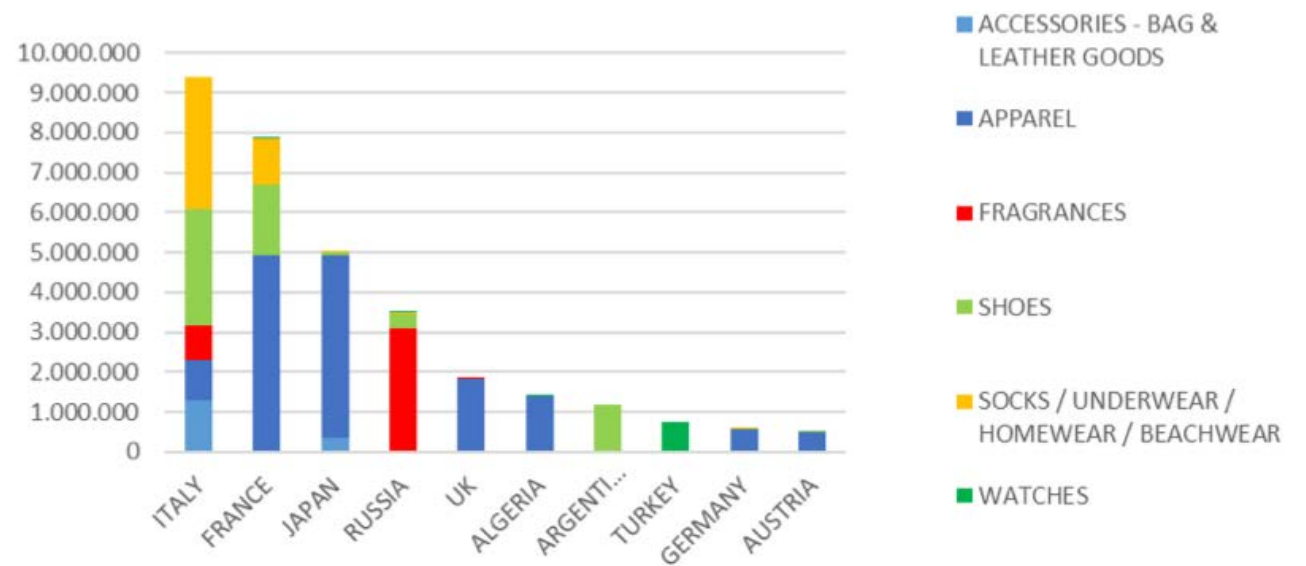


/RESULTS 2018

SERGIO TACCHINI

WHAT IS SOLD WHERE

Europe still shows the largest per country turnovers, but Japan, Russia, UK, Algeria, Argentina, Turkey and Germany have started to show fast growth.



/PRODUCT

THREE FOCUSED DIRECTIONS
FASHION/BLUE, TECHNICAL/RED
ARCHIVIO/GREEN

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.



/FASHION

SERGIO TACCHINI BLUE/FASHION

- Basics - great styling and fantastic quality basics
- Classic - timeless basics that can be worn in fashion and sport
- Accessible - great, accessible retailers that are on most high streets or easy to buy from online
- Price point - super keen, entry level price points and superb value for money



/ARCHIVIO

SERGIO TACCHINI GREEN/ARCHIVIO

- 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.



/TECHNICAL

SERGIO TACCHINI RED/TECHNICAL

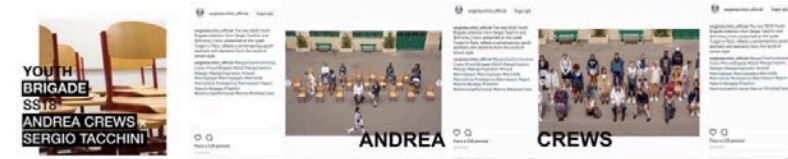
- Mens and Ladies - technical sports gear and tennis apparel for the competitive man or woman
- Monte Carlo - a complete collection designed for Monte Carlo, from players, to umpires and ball boys/ girls.
- Melbourne, Paris, Wimbledon, New York - A collection created for each major tennis tournament



COLLABORATIONS

EDITORIAL

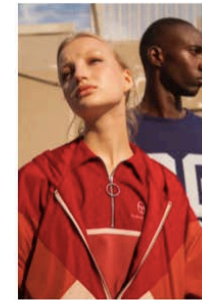
ANDREA CREWS



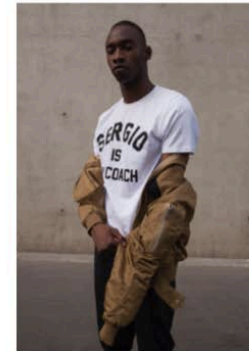
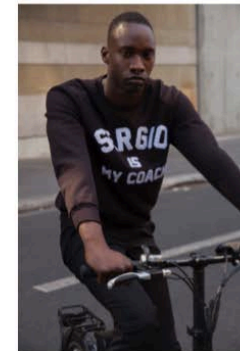
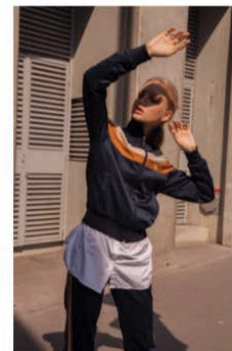
SEPTEMBER 7
@ TORONTO FILM FESTIVAL

SEPTEMBER 6 PREMIERE
IN SWEDEN

NOVEMBER 9 ON SCREEN
IN ITALY




elevenparis.



PLACEMENTS

Kendall Jenner



PLACEMENTS

EROS
RAMAZZOTTI



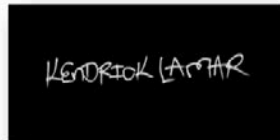
PLACEMENTS



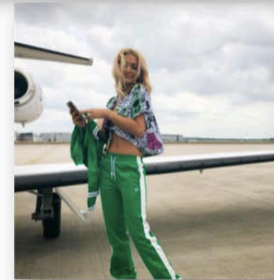
PLACEMENTS



TDE Championship,
INSTAGRAM Teaser



PLACEMENTS



EYEWEAR BRAND

INTRODUCING SERGIO TACCHINI EYEWEAR

- Sergio Tacchini Eyewear was strongly 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.
- Blue is Fashion basics and the biggest part of the collection.
- Red is tennis and focused on technical sports eyewear.
- Green is archivio and focuses on recreating the extensive archives of famous clothing they released and has inspired the eyewear shapes.



/EYEWEAR

3 FOCUSED EYEWEAR CAPSULES FASHION, ARCHIVE, TECHNICAL

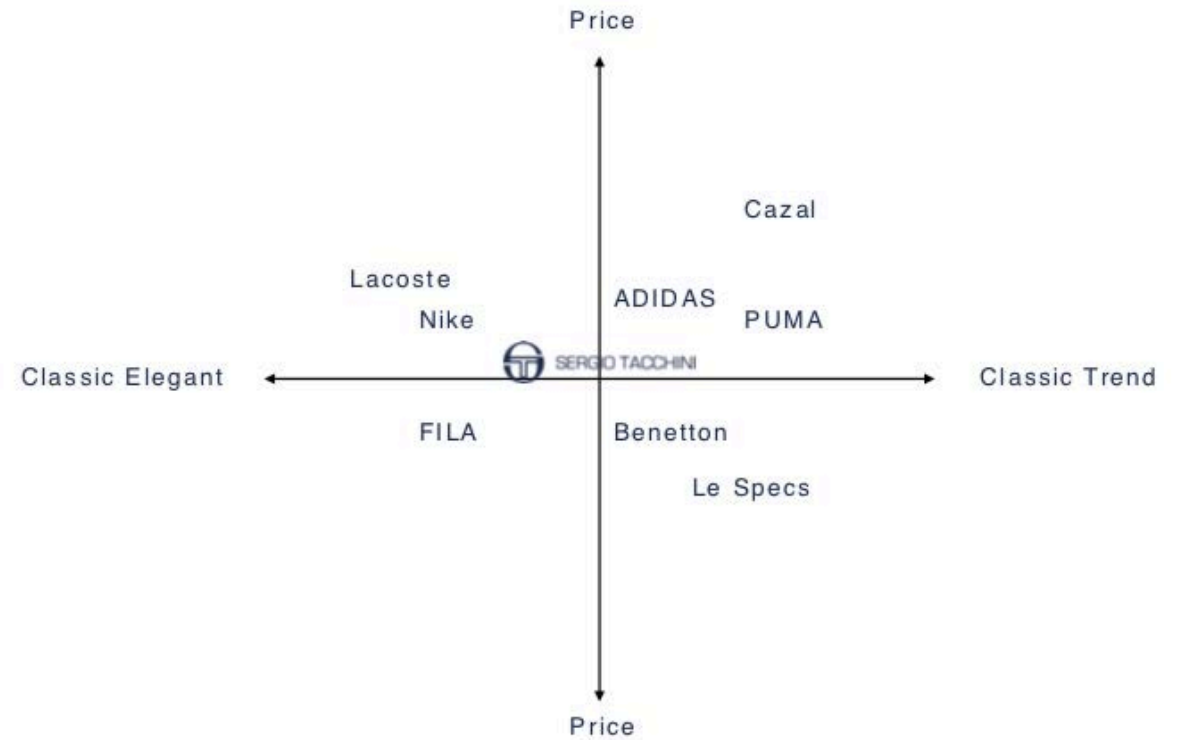
Sergio Tacchini Eyewear is about living life like a playground. From the tennis courts to the streets, the brand reaches different cultures and generations all over the world.



/EYEWEAR

SERGIO TACCHINI POSITIONING

The eyewear collection is positioned right in the centre of classic elegant and classic trend, bridging into technical eyewear.



/EYEWEAR

SERGIO TACCHINI INFLUENCES

We have used iconic influences of the 80s with a modern take and focused on Fashion, Archive and Technical inspirations.



/EYEWEAR

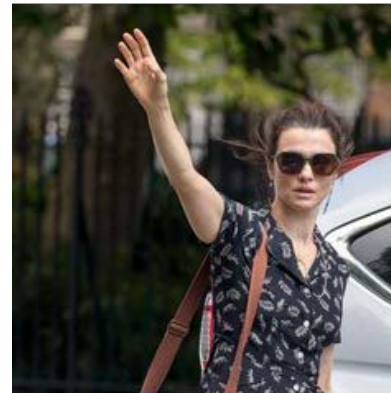
SERGIO TACCHINI OUR CUSTOMER

We have 3 typical target customers we want to reach



45-65 year old man who loves the strong look of the 80s but feels equally comfortable in his polo shirts. Wears sunglasses and spectacles.

Icon: Flavio Briatore



35-55 year old woman who has to be everything to the whole family as well as balance her own activities, time and budget. Wears sunglasses and spectacles

Icon: Rachel Weisz



15-35 years old who loves the loud and brash opulence during this 80s period to make statements and get attention. Always in sunglasses.

Icon: Rita Ora

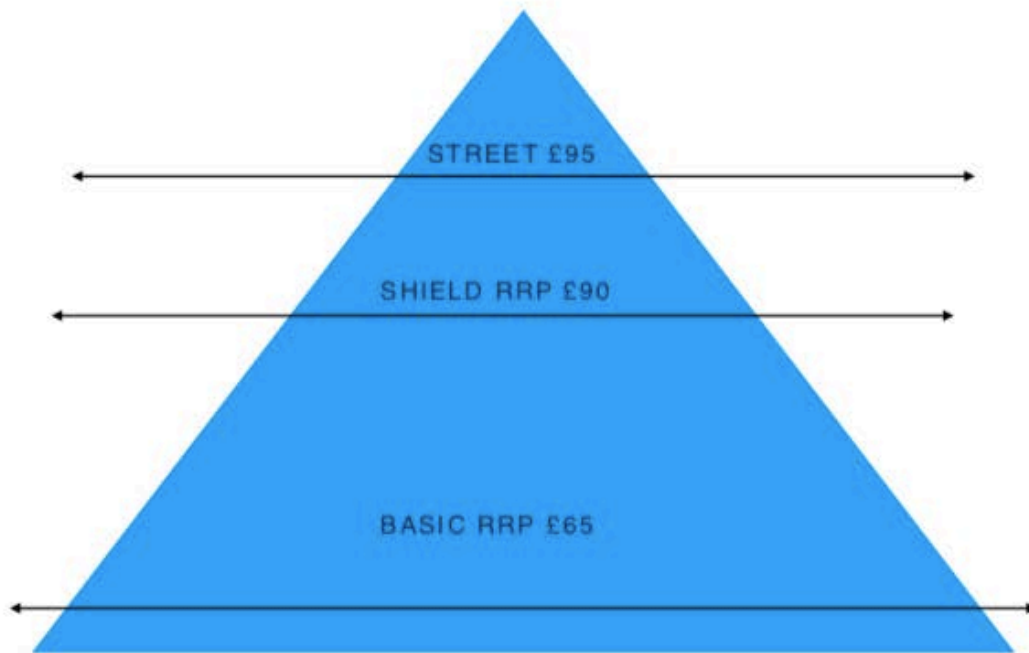
PRODUCT

PRODUCT

- Sergio Tacchini Eyewear consists of both injected and handmade product, positioned to meet the 3 core brand sectors in look and pricing.
- The Blue sunglasses collection is injected TR90, The Red is injected but technical, competing with brands in the same position and the Green is acetate with lots of detailing to meet the archivio's look and feel.
- The optical collection is acetate (Cellulose) and metal (Monel) and is a timeless collection positioned to fit into the optical chain market (MOQ) sector.

PRODUCT RRP AND BALANCE

SUNGLASSES



OPTICAL

- Our optical collection is positioned to sell to chains like Boots, Alain Afflelou thereby reaching the mid market customer who wants classic styling, quality, functionality and at a reasonable purchase price.

CLASSIC RRP £115



/PRODUCT

SERGIO TACCHINI BLUE/FASHION

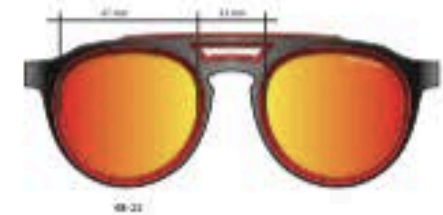
- 6 basic styles with a RRP £65
- Injected TR90
- For chain stores and busy independents



/PRODUCT

SERGIO TACCHINI GREEN/ARCHIVE

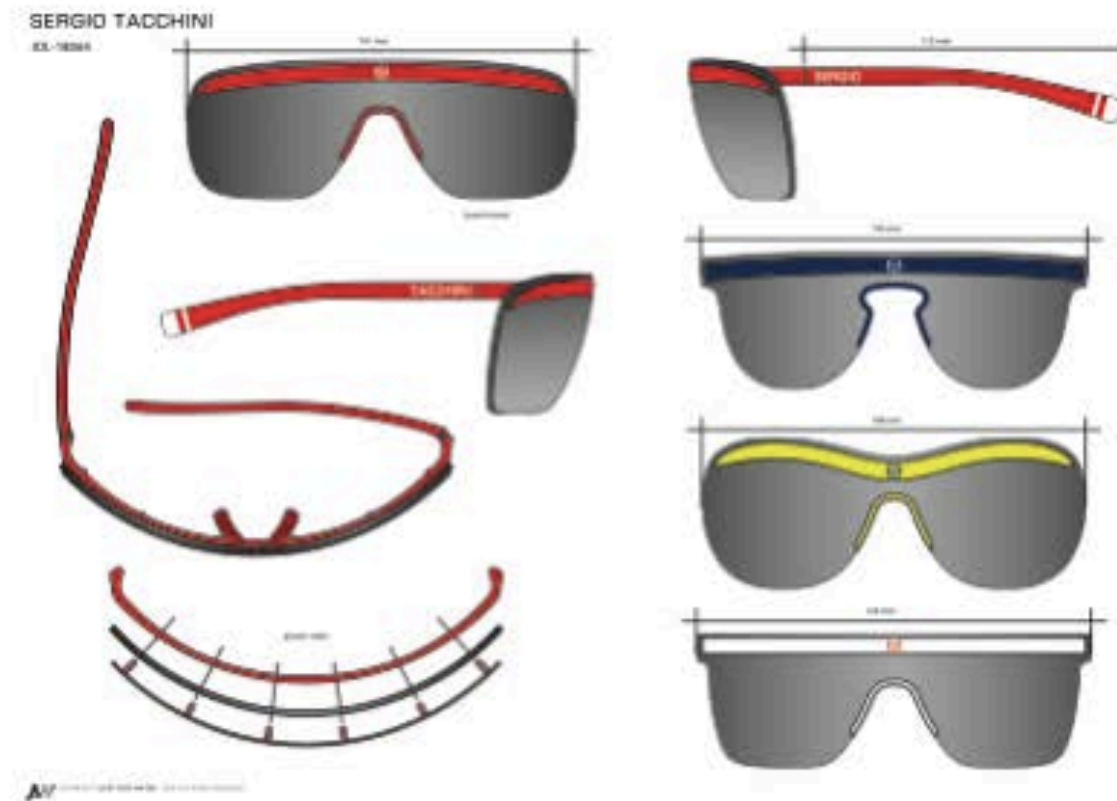
- 2 Street styles with a RRP £95
- Cellulose acetate
- High end fashion stores and optical stores

 SERGIO TACCHINI
JDL-18995


/PRODUCT

SERGIO TACCHINI RED/TECHNICAL

- 2 Shield styles with a RRP £90
- Injected 8 base TR90
- Technical stores



/PRODUCT

SERGIO TACCHINI OPTICAL

- 12 Styles with a RRP £115
- Cellulose acetate & Monel metal
- Optical Chain Stores



/SECTION

SERGIO TACCHINI CASE

Our ST case is an old school homage
to the 80's



COMMERCIAL STRATEGY & PLAN

COMMERCIAL STRATEGY & PLAN

- MARKET STRATEGY: Getting our commercial partners in the UK, FR, IT, GER, AMERICAS, RUSSIA, JAPAN, EAST ASIA, INDIA, TURKEY, AUS & ZA invested into the strategy as we focus on these markets. To use high profile press and influencers to drive sell in and ultimately sell through too.
- PLAN: First focus will be on France, Italy, Germany, UK & Japan as we see these as pivotal markets.
- COLLECTION STRATEGY: The collection strategy is based on segmentation (blue/FASHION, red/TECHNICAL, green/ARCHIVIO). The design and pricing per each segment allows us to strongly target our stores suited to the segments. So in each target country we will target a key fashion chain (Blue), key technical stores (Red) and then influential and market leading stores (Green).
- PLAN: Blue is where the pricing is lowest but of course sold units should be highest and is the reason we're targeting it to specialist retailers who excel in this sector. Red should be the next highest sold units as this is for a large sports fashion segment and then Green will be what everyone aspires to where so is target to aspirational ambassadors and stores that sell image.
- COMMERCIAL TEAM STRATEGY: Irrespective of the segments, Sergio Tacchini is a brand suited to key and mid their accounts and where the thrust of our strategy needs be focused on by the commercial team.
- PLAN: Sergio Tacchini is not a rep brand and needs to be driven by the brand director and senior commercial team so that we can find and position ourselves within these key accounts early on.

COMMERCIAL STRATEGY & PLAN

- CHANNEL STRATEGY: Optical will be launched to chains and on an MOQ basis and has been designed and priced accordingly with very positive feedback from key commercials already. Department and Fashion Stores will be focused on in the three segments and be introduced as a mix of MOQ and stock depending on the chain and the segment.
- PLAN: Commercial team to work with their key optical accounts like VE, Boots, Specsavers, Apollo, Fielman, Krys and Alain Afflelou. Global brand director to work with and jointly on presentations to key retailers like ASOS, Urban Outfitters and Topshop/Topman for Blue, Red & Green.
- PRODUCT STRATEGY: The collection has been planned as a mixture of MOQ for optical and MOQ plus Stock for sun.
- PLAN: Optical will only be on MOQ orders and to chains. Blue in the first 3 months (Barcelona workshop through to Silmo) will be MOQ and from Silmo onwards we will also sell it as stock. Red and Green will be Stock.
- LAUNCH STRATEGY: A focused 2 stage launch at Barcelona and then Silmo.
- PLAN: We are inviting a select group of accounts to Barcelona for our first launch preview where we expect to have their order commitments. The main launch will be at Silmo where we open the collection to a much broader selection of accounts and markets.

WHERE OUR COMMERCIAL TEAM CAN HELP

- We would need help and cooperation from our Commercial Team securing MOQ quantities in optical and sun firstly, then secondly introducing sun into bigger sun retailers.
- Keep an open dialogue on current strong retail opportunities as well as those they think may be relevant in the mid to longer term for the brand so we can maintain brand focus and direction.
- We would benefit from help and expertise in getting our forecasts tight and on the safe side of ambitious so that we are ready for the POT file.
- Together, through realistic and tight forecasts as well as focussed design and pricing I feel we would make sure we have continuity in 2020 while enhancing the strengths of the first collection and allowing us to maximise commercial success.

**“YOU CAN’T
BE SERIOUS”**





THANK YOU