

**Sergio Tacchini**

**SILMO 2020**

**SILMO 2020**

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PRESENTATION ON JAN & AUG 20 OPTICAL COLLECTIONS

CHRIS SCHWEGMANN



Sergio Tacchini

/CORE MESSAGES



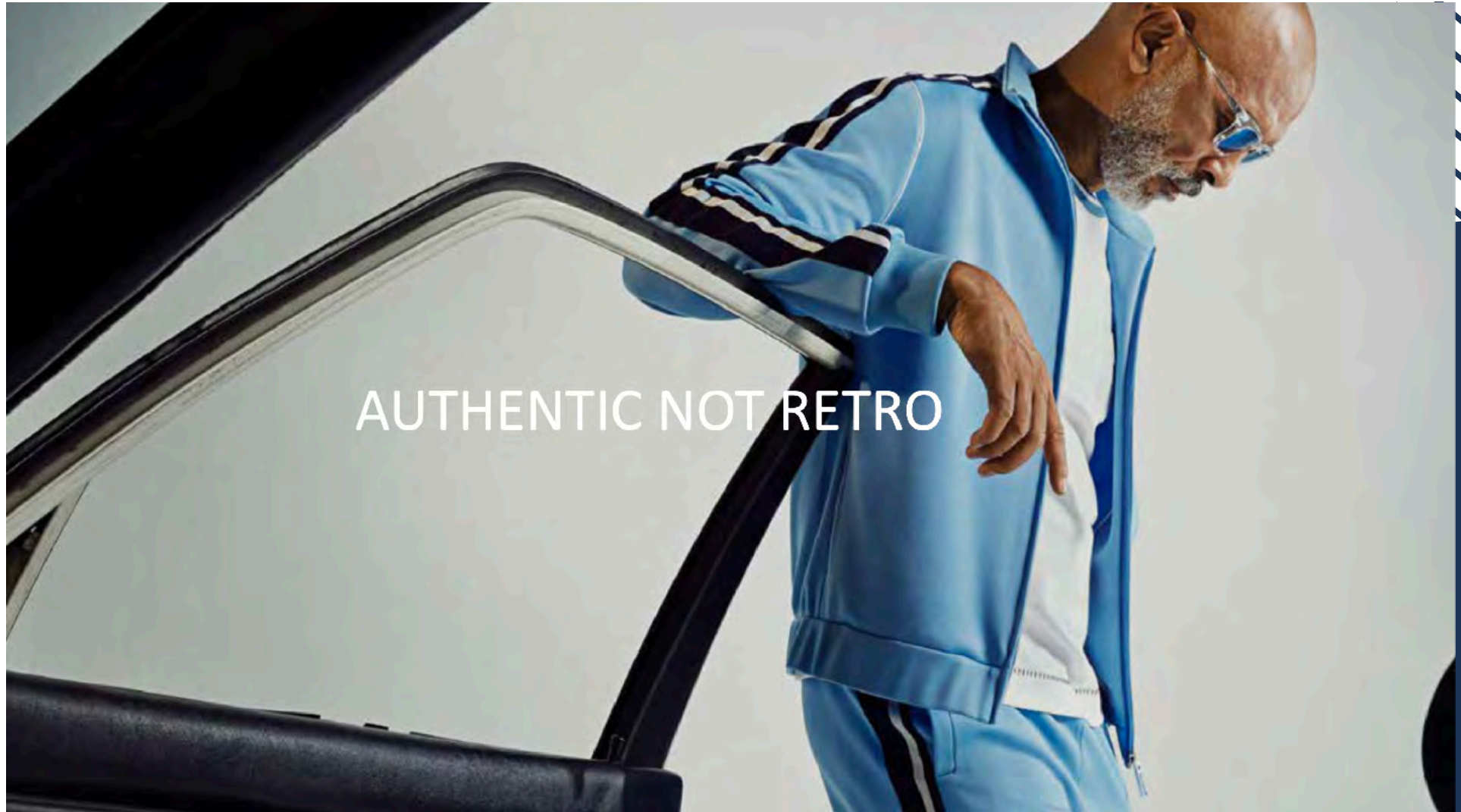
EASE NOT EASY





Sergio Tacchini

/CORE MESSAGES



AUTHENTIC NOT RETRO



Sergio Tacchini

/CORE MESSAGES



CHIC NOT CHEAP





Sergio Tacchini

/CORE MESSAGES



CLASSIC NOT OLD





Sergio Tacchini

/CORE MESSAGES



SOPHISTACTED NOT STUFFY



## 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.

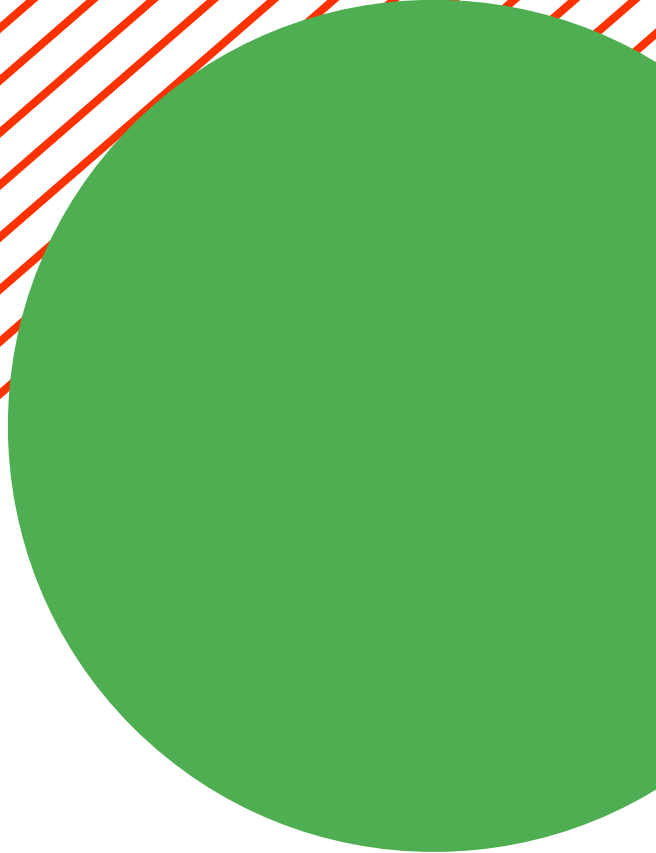
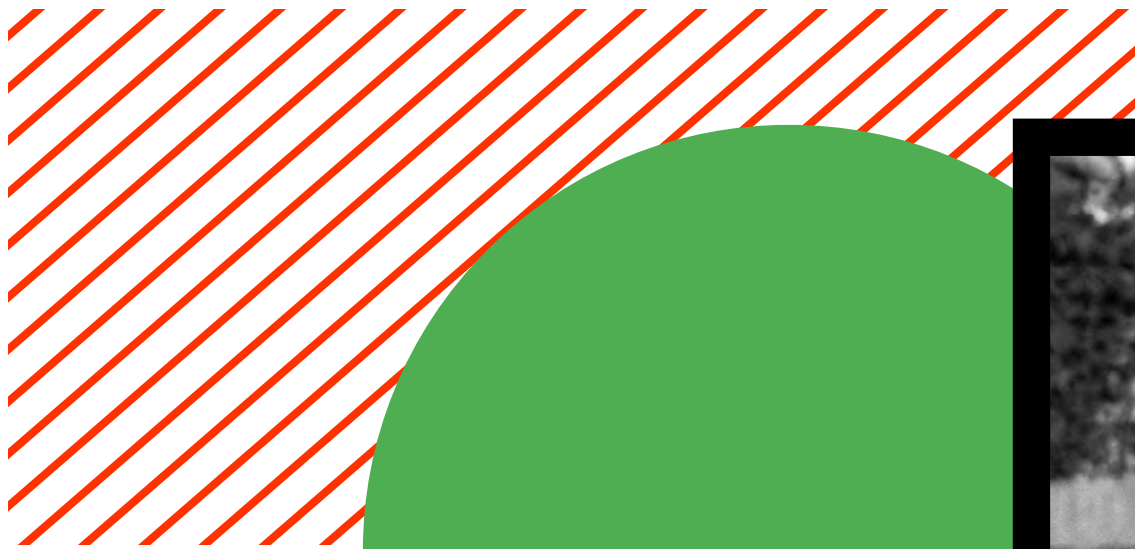
## VALUES:

**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





//CAMPAIGN

## FW20 CAMPAIGN

We continue to hone into our focus within music, specifically the hip hop space. We worked with two, NYC based DJ's with a rich history who are natural fans of the brand. They represent an authentic rooted connection to the Sergio Tacchini brand as well as the hip hop space and industry.

**DJ KENT** *(Pictured top right)*

Music Producer // Brand Consultant//  
Sneaker Junkie

**STRETCH ARMSTRONG** *(Pictured bottom right)*

DJ // NYC Radio Legend // Producer // Future  
50+ Tennis Champ





Sergio Tacchini

//CAMPAIGN

## EXCLUSIVE INTERVIEW WITH DJ CLARK KENT & STRETCH ARMSTRONG





//CAMPAIGN

## FW20 CAMPAIGN IMAGERY



### **STRETCH ARMSTRONG**

DJ // NYC Radio Legend // Producer // Future  
50+ Tennis Champ



### **DJ KENT**

Music Producer // Brand Consultant//  
Sneaker Junkie



Sergio Tacchini



**THE EYEWEAR BRAND  
THE EYEWEAR BRAND  
THE EYEWEAR BRAND  
THE EYEWEAR BRAND**



Sergio Tacchini

/EYEWEAR

## INTRODUCING SERGIO TACCHINI EYEWEAR

The current optical collection is influenced by some strong 80's movements.

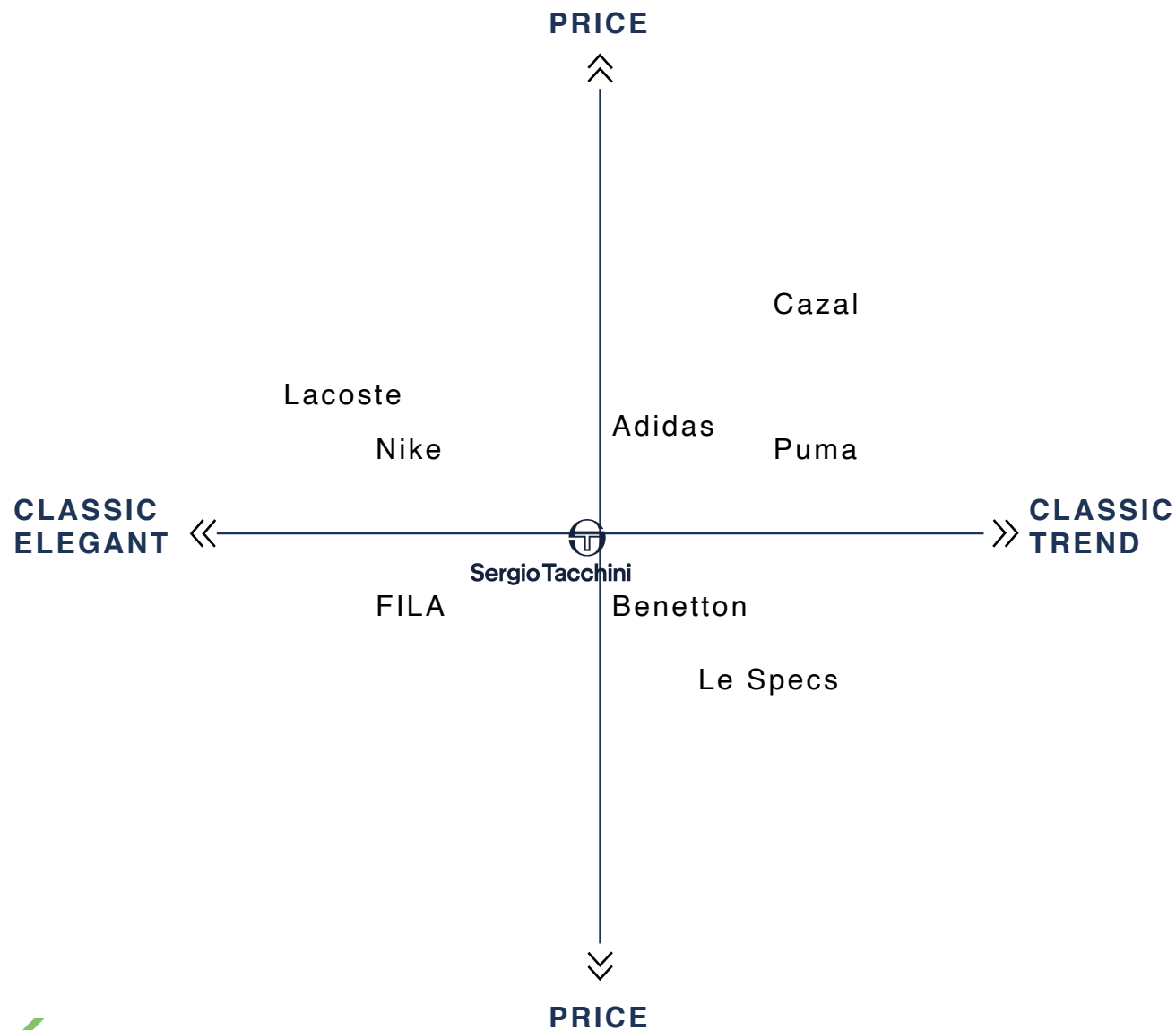
The 3 core areas draw influences from 80's ski culture, the beginning of hip-hop and the now historic look based on primary colours driven through the huge awareness of sport building up to the Los Angeles Olympics in '88.



/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 | DISTRIBUTIONE | STILISTE | CREAZIONE | COMMERCIALIZZAZIONE | INDUSTRY | INNOVAZIONE | COLLEZIONI | PEOPLE | EVENTI | MARKING

## Sergio Tacchini sale di gamma e si sposta a New York

Sergio Tacchini ha lanciato la propria rivoluzione al 2020 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.E. Key Private Investments, ha scelto la famosa fiera di moda maschile per illustrare la sua nuova strategia. L'obiettivo? Riproporre al pubblico splendoro quello che è stato definito "il Legame Italiano" attraverso una crescita di gamma in termini di immagine e di prodotti.



NEWS | OGGI | L'EDITORIALE





## Dao-Yi Chow presents debut collection for Sergio Tacchini

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

Wait!

The look of the new Chinese creative director is a reference to the past, which has a great value and a very long history to study. The Fall 2020 collection is based on the style of the 1970s and the 1980s, which are the years of the most important movements in the fashion world, perfectly fitting the meaning of the brand's history.

Instagram post from @sergiotacchini\_official

lewcaine 20h




WWD

2020 Men's Fall Collections

Milan

Sergio Tacchini

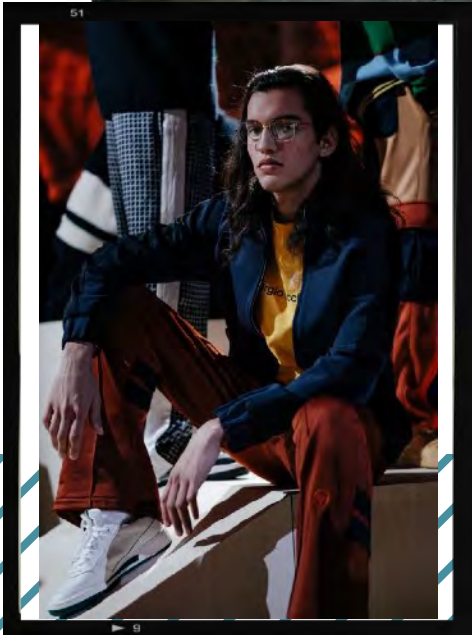
Collections



## Sergio Tacchini Men's Fall 2020

You're missing something! SUBSCRIBE NOW

Look 12 / 21



eleonoratagliata 🍷💕

6d Reply

yunhoseok 🍷🍷🍷🍷

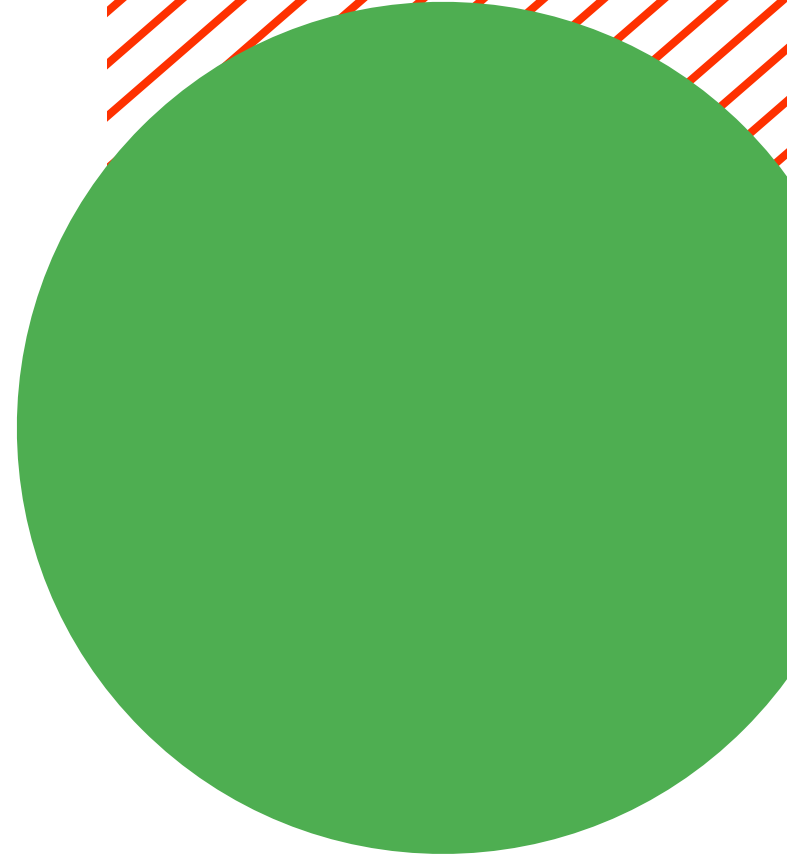
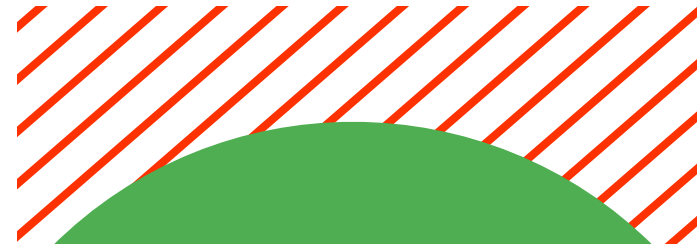
6d Reply

Instagram comments on the post:

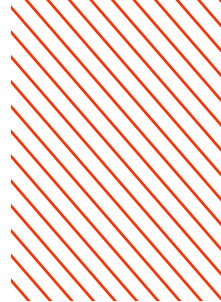
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Sergio Tacchini



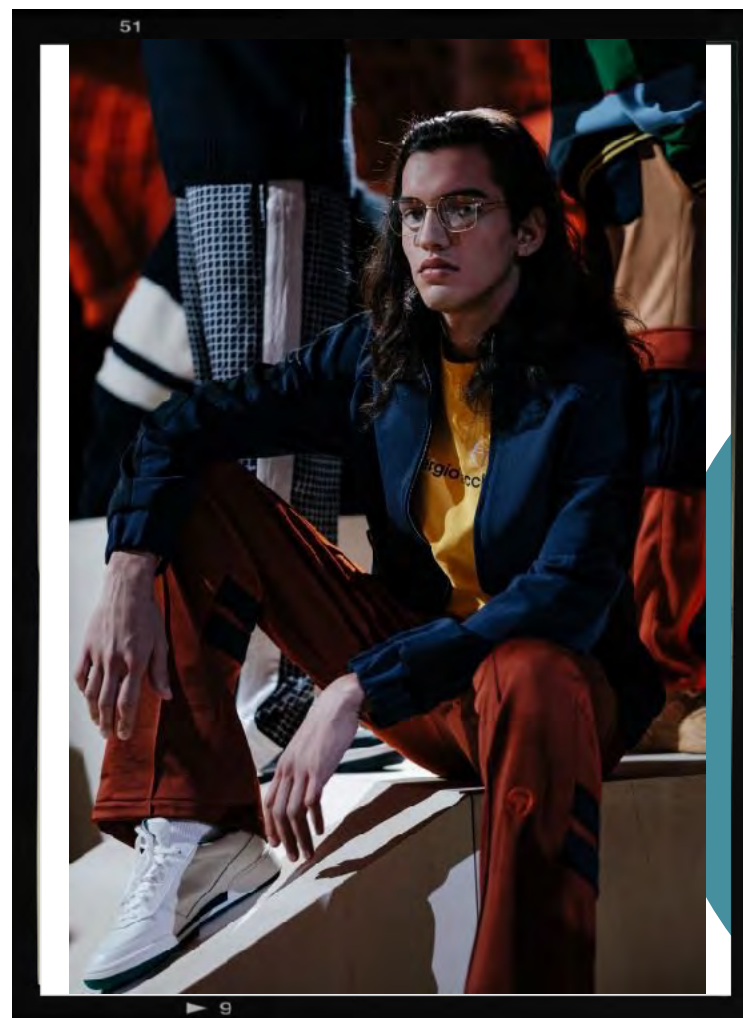
THE EYEWEAR  
THE EYEWEAR  
THE EYEWEAR  
THE EYEWEAR



/PRODUCT

## JAN & AUG 2020

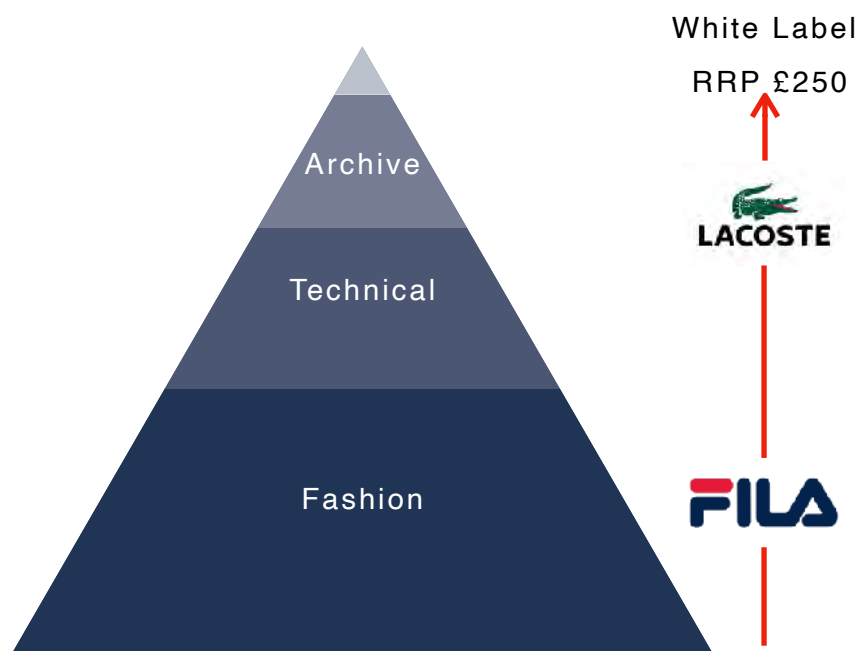
This collection is the choice for those who choose to be themselves, to live their lives freely and shape the world they live in.



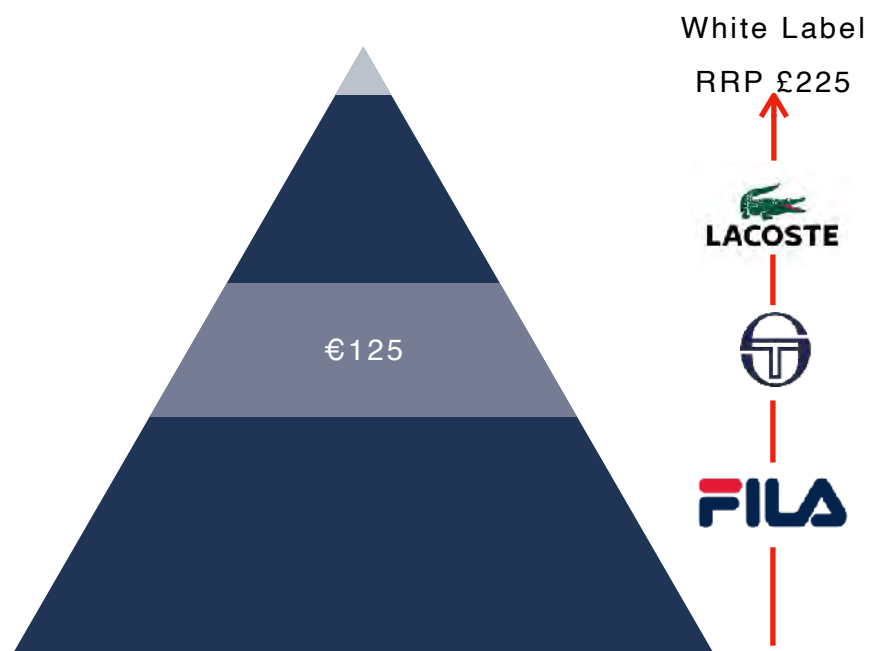
/PRODUCT

## OUR UNIQUE POSITION

### SUNGLASSES



### OPTICAL



/OPTICAL

## SERGIO TACCHINI – OPTICAL

10 New styles with a RRP €125  
Wholesale €36

Acetate, Metal, Combination  
For chain stores and busy, fast moving  
independents





/KEY FEATURES

## TEXTURE AND COLOUR

Amazing texture is achieved throughout the combination styles which links the new and old seamlessly. The use of 80s eye popping colours is another key feature throughout the collection.





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/OPTICAL OVERVIEW

**25 MODELS - 10 NEW AUG 2020**







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/OPTICAL

**ST1011 x 3 col**

**SIZE 56/18-140**





**Sergio Tacchini**

/OPTICAL 360 VIDEO





Sergio Tacchini

/OPTICAL

**ST3009 x 4 col**

**SIZE 59/15-145**





**Sergio Tacchini**

/OPTICAL 360 VIDEO





Sergio Tacchini

/OPTICAL

**ST1013 x 4 col**

**SIZE 50/20-140**





**Sergio Tacchini**

/OPTICAL 360 VIDEO





Sergio Tacchini

/OPTICAL

**ST3007 x 4 col**

**SIZE 51/21-145**





Sergio Tacchini

/OPTICAL

**ST3010 x 4 col**

**SIZE 51/19-145**







Sergio Tacchini

/OPTICAL

**ST3008 x 4 col**

**SIZE 55/16-145**





Sergio Tacchini

/OPTICAL

**ST1014 x 4 col**

**SIZE 53/20-140**





Sergio Tacchini

/OPTICAL

**ST1015 x 4 col**

**SIZE 55/14-140**





Sergio Tacchini

/OPTICAL

**ST1010 x 4 col**

**SIZE 52/19-140**





Sergio Tacchini

/OPTICAL

**ST1012 x 4 col**

**SIZE 55/17-140**



/OPTICAL



**ST1001**

**SIZE 50/20-145**



404 TORTOISE



708 VIOLET



202 BURGUNDY





Sergio Tacchini

/OPTICAL

**ST1002**

**SIZE 52/17-145**



2 BLACK



287 PINK



386 KAKHI





Sergio Tacchini

/OPTICAL



**ST1003**

**SIZE 53/17-145**



565 GREEN



932 GREY



635 BLUE







Sergio Tacchini

/OPTICAL

**ST1004**

**SIZE 54/15-145**



2 BLACK



894 NAVY



404 TORTOISE





Sergio Tacchini

/OPTICAL

ST1005

SIZE 53/17-145



25 BLACK



414 TORTOISE



631 NAVY





Sergio Tacchini

/OPTICAL

ST1006

SIZE 53/17-145



402 TORTOISE



27 BLACK



225 RED





Sergio Tacchini

/OPTICAL

ST1007

SIZE 48/19-145



400 TORTOISE



300 GREY



814 WHITE





Sergio Tacchini

/OPTICAL

ST1008

SIZE 52/18-145



500 GREEN



980 GREY



400 TORTOISE





Sergio Tacchini

/OPTICAL

**ST1009**

**SIZE 55/13-145**



800 BLUE



980 GREY



400 TORTOISE





Sergio Tacchini

/OPTICAL

**ST3001**

**SIZE 49/22-140**



996 OLIVE



662 NAVY



123 BROWN





Sergio Tacchini

/OPTICAL



**ST3002**

**SIZE 52/21-140**



50 BLACK



5P4 OLIVE



950 GREY







Sergio Tacchini

/OPTICAL



**ST3003**

**SIZE 55/18-140**



996 GUN



524 OLIVE





Sergio Tacchini

/OPTICAL



**ST3004**

**SIZE 54/18-140**



50 BLACK



800 NAVY



950 GUN





Sergio Tacchini

/OPTICAL

**ST3005**

**SIZE 53/19-140**



600 NAVY



50 BLACK



818 GUN





Sergio Tacchini

/OPTICAL

**ST3003**

**SIZE 54/16-145**



19 BLACK



352 GUN



123 BROWN



/OPTICAL

**ST3006**

**SIZE 51/19-145**



950 GREY



496 GOLD



882 NAVY





Sergio Tacchini

/CASE

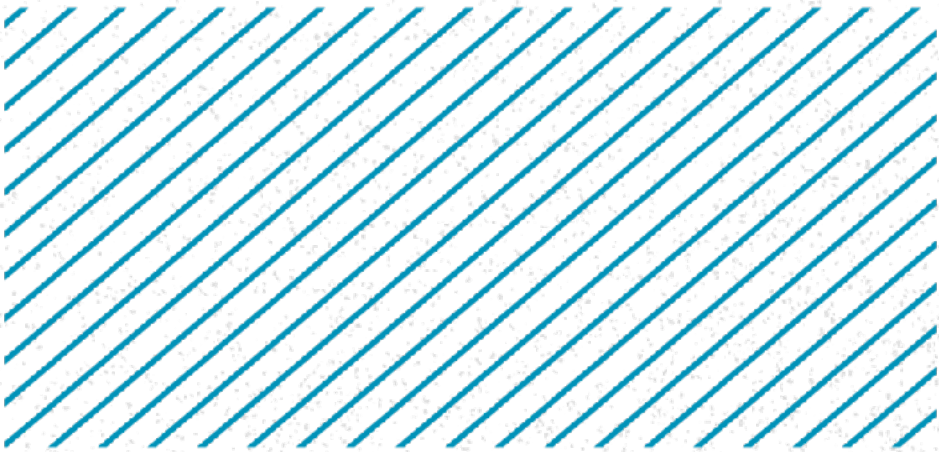
## SERGIO TACCHINI – THE CASE FOR OUR CASE

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





Sergio Tacchini



# Sergio Tacchini

THANK YOU  
THANK YOU  
THANK YOU  
THANK YOU

