



Sergio Tacchini

PRESS RELEASE

Sergio Tacchini is a premium Italian sportswear brand representing authenticity, luxury and style. Founded in 1966 by Italian tennis champion Sergio Tacchini, the namesake label disrupted traditional tennis by introducing color and patterns to the sport's otherwise all-white uniforms. A pioneer in elevated sportswear, Sergio Tacchini has been home to some of tennis's most acclaimed and colorful athletes.

Bringing diverse communities across generations, Sergio Tacchini lives at the intersection of sport, fashion, and culture. Focusing on rich heritage while building on renowned tracksuit styles from the brand's archive, Sergio Tacchini offers a unique tennis-lifestyle collection that transitions seamlessly from the court to the streets.

For over a decade, Sergio Tacchini has proudly sponsored the Rolex Monte Carlo Masters, an annual tennis tournament hosted at the prestigious Monte Carlo Country Club in the principality of Monaco on the Mediterranean coastline. Continuing the longtime partnership, Sergio Tacchini is pleased to present its latest ST x Monte Carlo Collaboration—an elevated apparel collection consisting of on and off-court activewear sporting MCCC's distinguished crown logo in honor of the tournament.

Highlighting the capsule is a range of track suits and polos from Sergio Tacchini's heritage line, Damarindo, worn by John McEnroe in the 1980s, with the iconic emblem of Monte Carlo Country Club. The latest collection reflects the relaxed mood of the Monte Carlo resort in Monaco, showcasing a variety of looks using MCCC inspired artwork, providing a luxury lifestyle-focused offering.

Select track suits, polos, hoodies, skirts, and footwear will be sold as official merchandise at Sergio Tacchini's exclusive pop-up store at the tournament. Along with the Monte Carlo Collection, ST will present its Spring/Summer 2024 collection, building upon the brand's European heritage and American athleisure to revitalize classic sportswear staples with an elevated sensibility. Expanding on womenswear, SS24 introduces fresh for-her silhouettes ranging from fashion-forward track sets to athleisure essentials.

Redefining sports and lifestyle apparel both on and off the court, Sergio Tacchini's Monte Carlo Collaboration limited edition collection and SS24 collection will be available at www.sergiotacchini.com.