



Sergio Tacchini

PRESS RELEASE

Sergio Tacchini, the premium Italian sportswear brand synonymous with authenticity, luxury, and style, continues to innovate in the world of sports fashion. Founded in 1966 by Italian tennis champion Sergio Tacchini, the brand revolutionized tennis attire by introducing vibrant colors and patterns to the sport's traditional all-white uniforms. As a pioneer in elevated sportswear, Sergio Tacchini has been the choice of some of tennis's most celebrated and colorful athletes.

Embracing diverse communities across generations, Sergio Tacchini thrives at the intersection of sport, fashion, and culture. With a focus on its rich heritage and iconic tracksuit styles, the brand offers a unique tennis-lifestyle collection that effortlessly transitions from the court to the streets. For over a decade, Sergio Tacchini has proudly sponsored the Rolex Monte Carlo Masters, an esteemed tennis tournament held at the prestigious Monte Carlo Country Club in Monaco. Continuing this longstanding partnership, Sergio Tacchini is excited to present the latest ST x Monte Carlo Collaboration – a sophisticated apparel collection featuring on and off-court activewear adorned with MCCC's distinguished crown logo in honor of the tournament.

The new 2025 Monte Carlo Collection by Sergio Tacchini reimagines the brand's heritage with dynamic new visuals. The Royal Green and Clay Orange colors, inspired by the Monte Carlo Country Club course, beautifully reflect the club's storied tradition. Each item in the collection features the iconic Monte Carlo emblem, crafted with luxurious embroidery, embodying the elegance of the Monte Carlo Masters.

In addition to the Monte Carlo Collection, Sergio Tacchini will unveil its Spring/Summer 2025 collection, celebrating the brand's rich tennis roots and luxurious Italian heritage. This captivating range balances the grace and precision of refined sportswear with a touch of Riviera romance and fresh, coastal flair.

Expanding its womenswear line, Sergio Tacchini redefines athleisure for women by combining exceptional comfort and enhanced performance technology with a keen fashion sensibility.

Whether you're strolling along the shoreline or stepping onto the court, Sergio Tacchini's 2025 collection offers the perfect blend of timeless tennis aesthetics and breezy seaside allure.

Redefining sports and lifestyle apparel both on and off the court, the limited-edition Monte Carlo Collection and the SS25 collection will be available at www.sergiotacchini.com