

Sergio Tacchini

paperboy





On Saturday march 23rd, tapping renowned Parisian restaurant and community spot Paperboy, Sergio Tacchini turned the exterior of the space into a street court for a one-day tournament.

Known for disrupting Tennis and the much needed addition of colour and pattern, Sergio Tacchini again looked to reclaim elements of the court in a unique way, settling on the phenomenon of street tennis, a loose and fast-paced game with few rules and a simple route to victory.

In the same way that Sergio Tacchini eschews tradition, Paperboy continues to defy pigeonholing, utilizing the restaurant as a platform for experimentation, collaboration and community building. Their magnetic effect is felt across the world, attracting a continuous crowd to flock to their doors, whether to eat or simply bask in the aura surrounding their spot.

Teams from around Europe competed in a head-to-head tournament, all united by the Sergio Tacchini logo on both foot & chest with new SS24 collection.

Laughs, tracksuit debates, pepperoni burgers, fierce matches, everything was made to enjoy the present day and dream of a common future.



Orange T-shirt

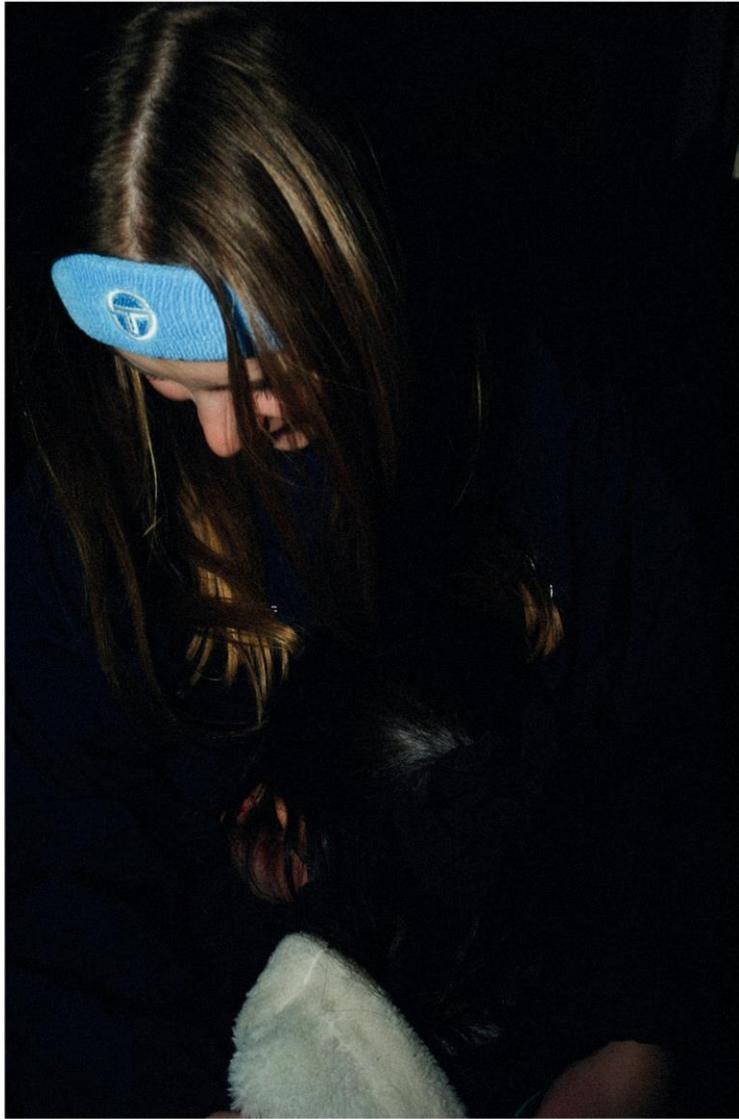


STREET COURT

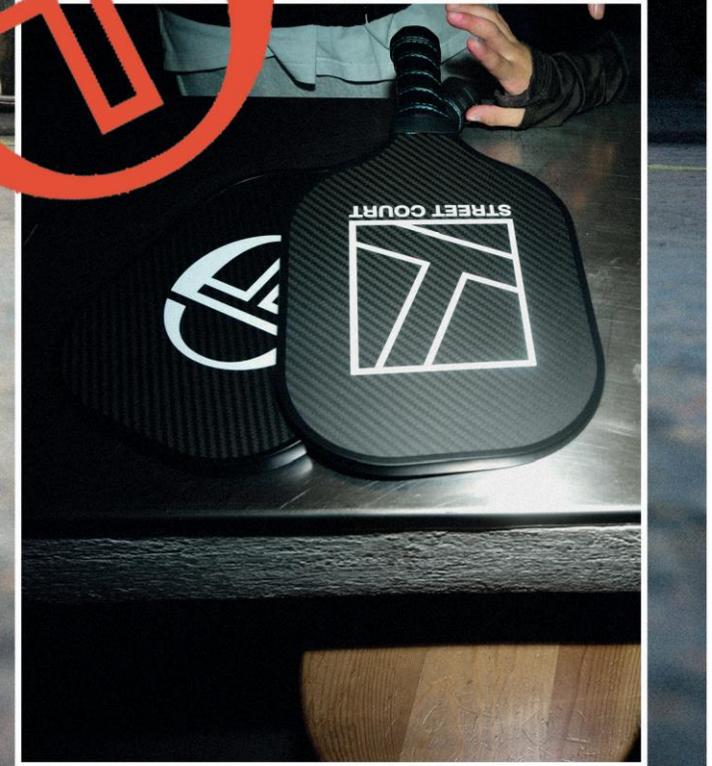
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132 RUE AMELOT
75011 PARIS - FRANCE



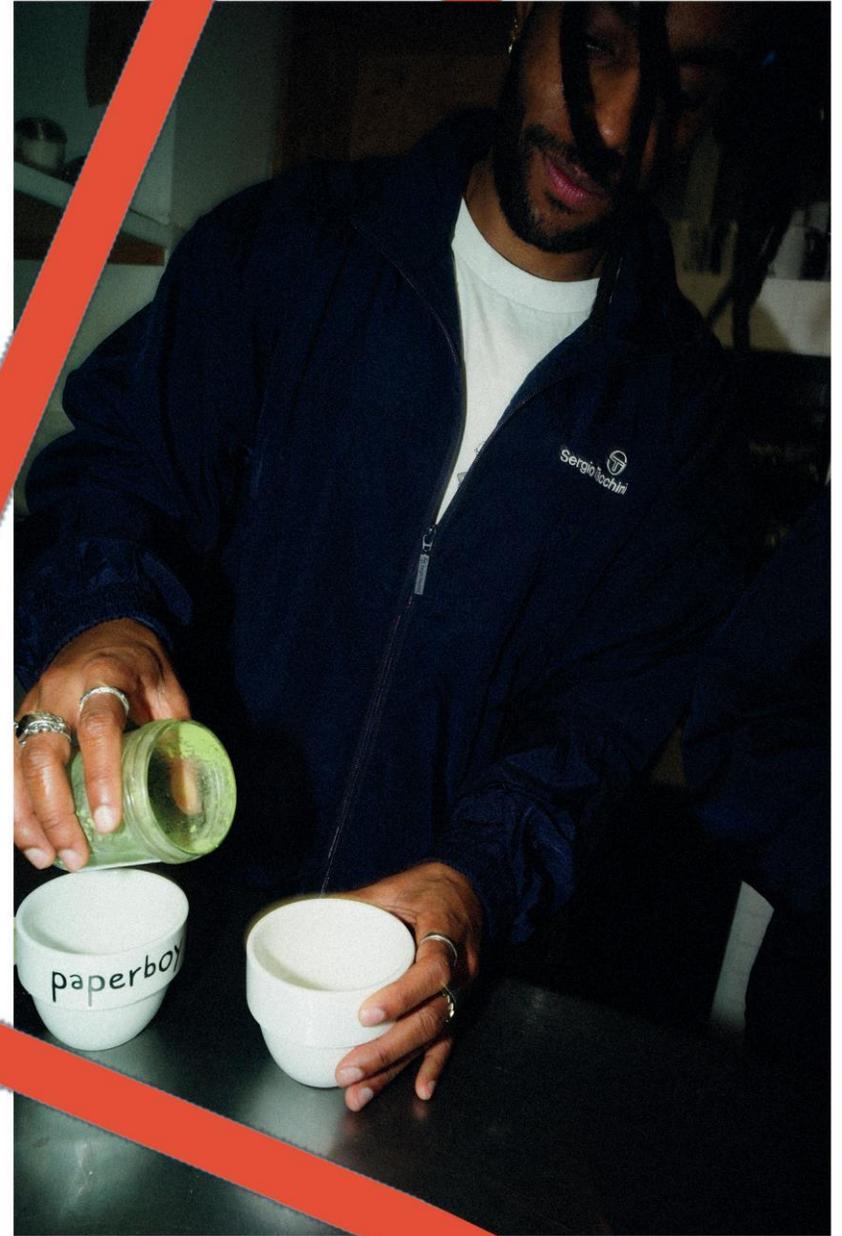








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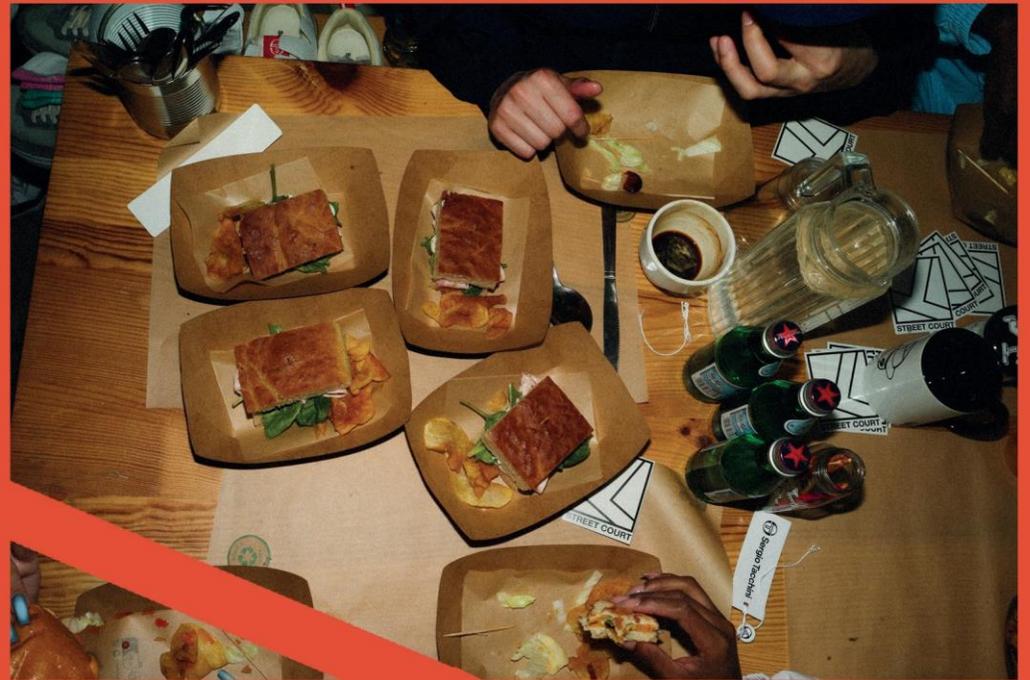














Photography:
Laurent Segretier

Creative Direction:
Paperboy

Models:
Friends and Family of Paperboy

Team France:
MV Tiangué
Dan
Mai Lee
Sullivan