

A LOOK INTO TENNIS CORE

SERVING

ON & OFF THE
COURT

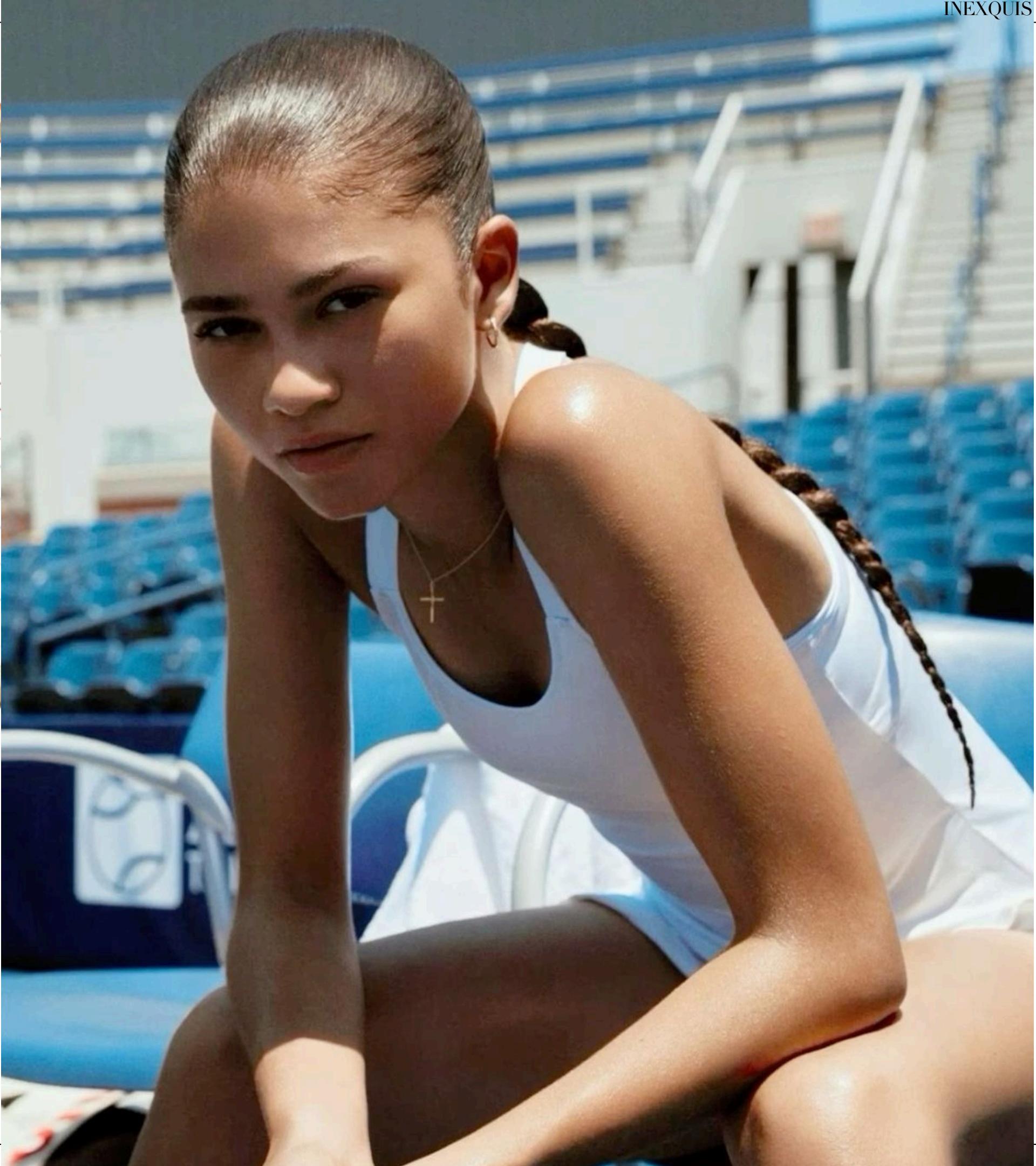
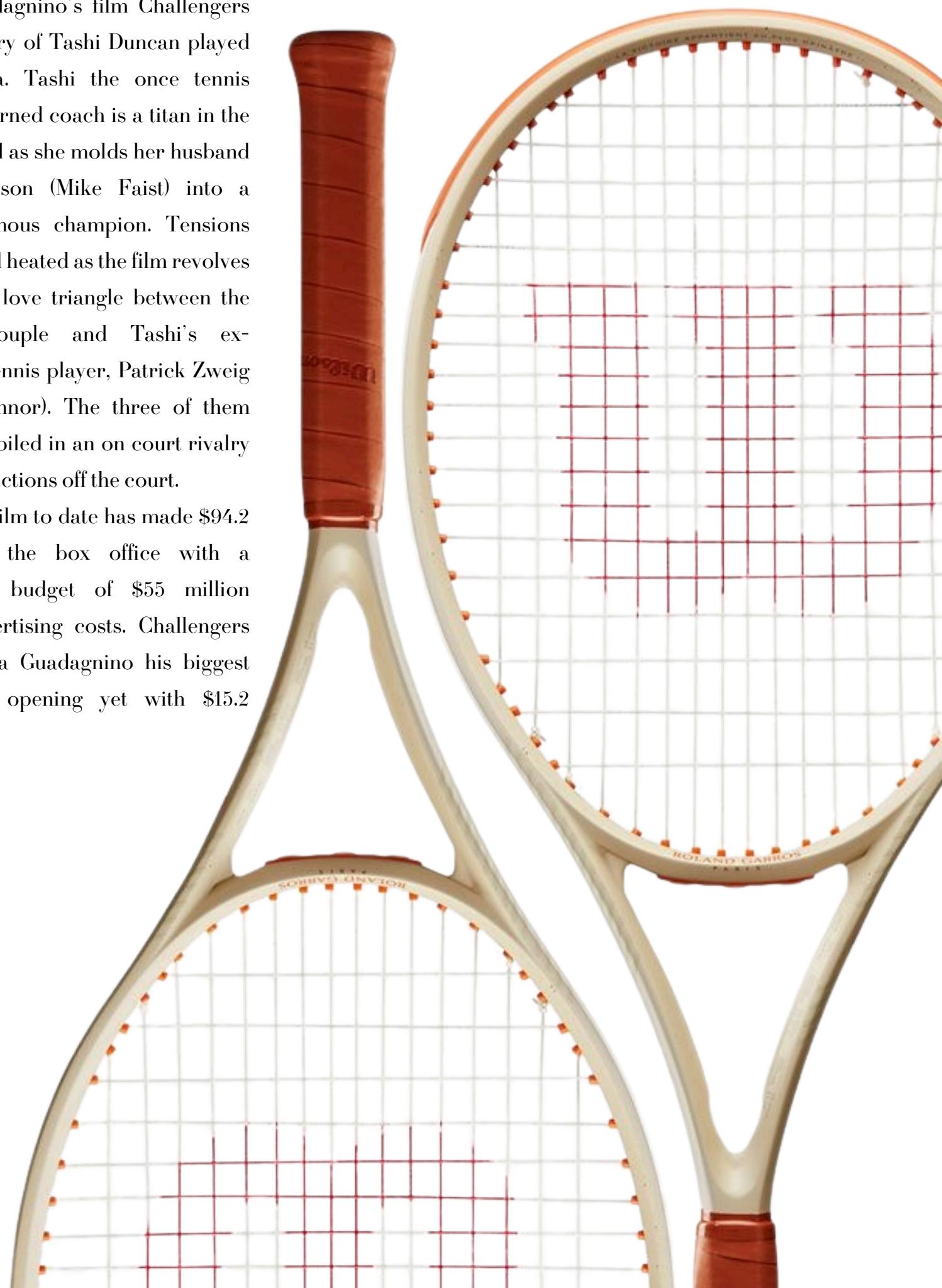


The Wimbledon buzz is at its highest peak as the finals are just a couple hours away and tennis-core is in demand more than ever this season. It is no surprise that this trend has spiked with the release of one of the most anticipated sport films this year. We look back at a couple of the most stylish moments from some of biggest athletic stars in tennis history. The tennis aesthetic encapsulates how a player's on-court fashion style can be fused into everyday street-style looks.

CHALLENGERS

Luca Guadagnino's film Challengers tells the story of Tashi Duncan played by Zendaya. Tashi the once tennis superstar turned coach is a titan in the tennis world as she molds her husband Art Donaldson (Mike Faist) into a worldly famous champion. Tensions are high and heated as the film revolves around the love triangle between the married couple and Tashi's ex-boyfriend tennis player, Patrick Zweig (Josh O'Connor). The three of them become entangled in an on court rivalry and affair frictions off the court.

The 2024 film to date has made \$94.2 million at the box office with a production budget of \$55 million before advertising costs. Challengers scored Luca Guadagnino his biggest box office opening yet with \$15.2 million.



CHALLENGERS PRESS TOUR THE MUSE

While many anticipated the release of Challengers from the trailer's first look, it is no surprise that Zendaya's tennis-core-inspired looks during the press tour have led to an inclination to view the film and revived the participation in the tennis-inspired fashion. Zendaya alongside her longtime stylist and friend, Law Roach have set the bar high for a new standard in press tour fashion. Here are some of the looks and details that grabbed our attention.

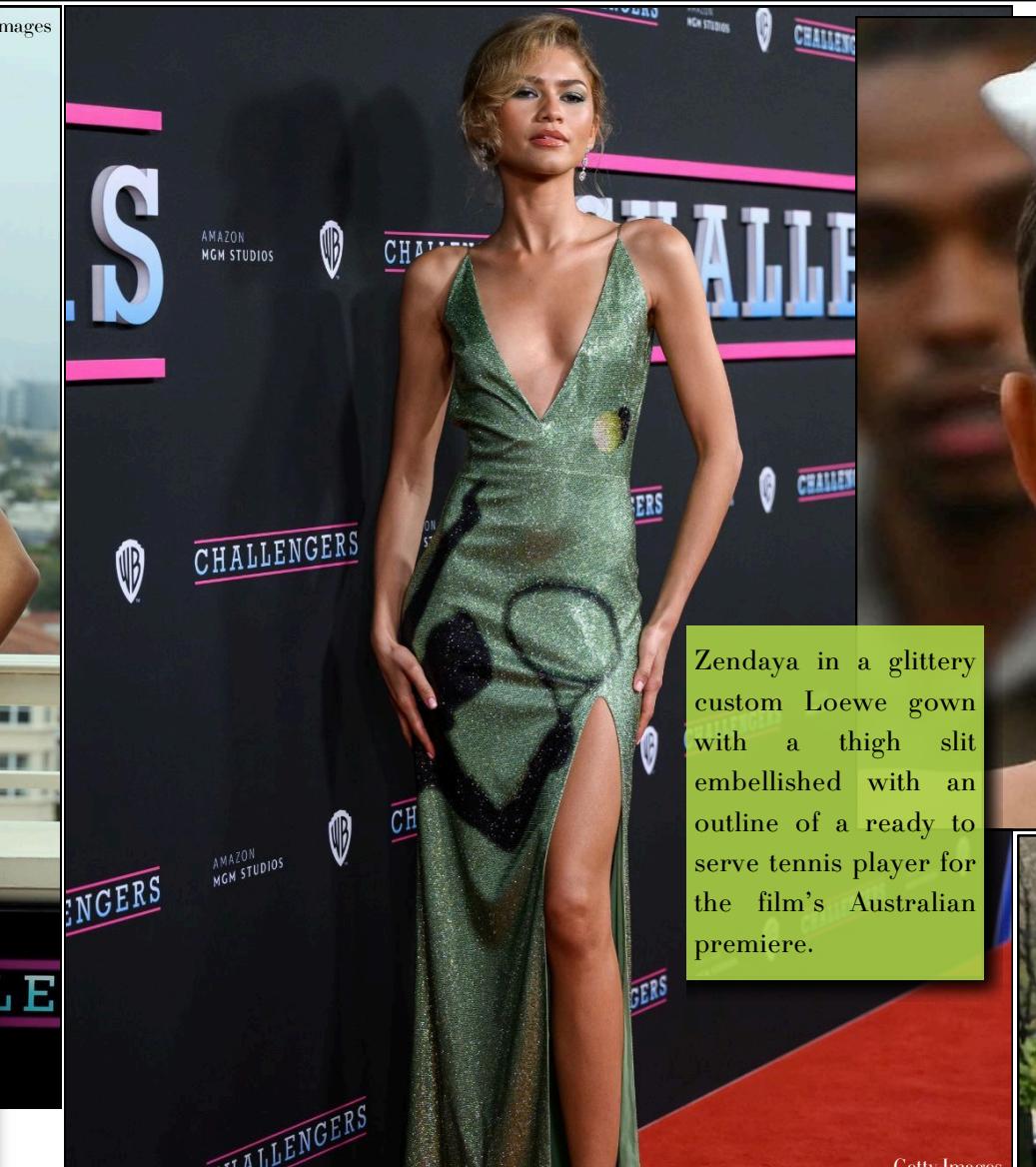


Tiziana Fabi / Getty Images

Custom Loewe white pumps with tennis balls as heels in Rome.



Zendaya in a Jacquemus pink tennis polo dress with a haute twist from designer Simon Porte and his design team.



Zendaya in a glittery custom Loewe gown with a thigh slit embellished with an outline of a ready to serve tennis player for the film's Australian premiere.



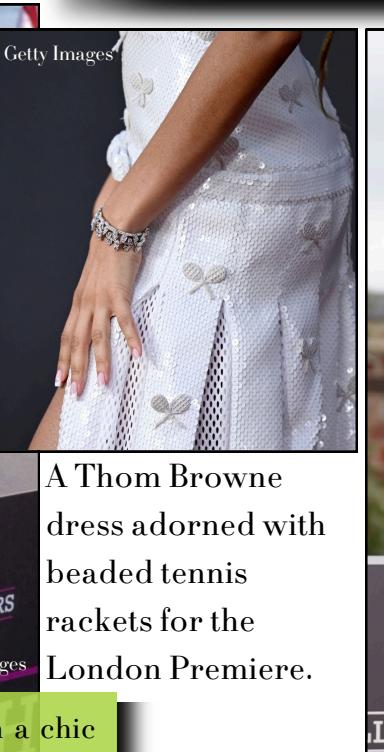
A classic long white ribbon paired into a high braided ponytail for the London premiere.



In a vintage Ralph Lauren opulent white ensemble from the brand's 1992 spring collection



At the Rolex Monte-Carlo Masters in a chic all-white Brunello Cucinelli look. Zendaya exhibits some real old money energy in a comfortable but elegant cable knit sweater.



A Thom Browne dress adorned with beaded tennis rackets for the London Premiere.



A look from Vivienne Westwood's seismic spring 1994 Cafe Society collection : Zendaya in a striped vest paired with a matching miniskirt that features a feathered bustle in the back.



The iconic "I Told Ya" Loewe tee as a nod to her character in the film for the Challengers movie screening. The tee is based off a t-shirt worn by John F. Kennedy Jr. back in the 90's marking the inauguration of his father during the 1960 presidential election.

GREATES T

OF ALL TIME



VENUS & SERENA

Last years Wimbledon Championship marked the first time since 1996 that neither Williams sisters were in the women's singles draw. The sister's 28-year Wimbledon record ends with the an accumulation of 19 combined victory titles. But their presence isn't forgotten as they've paved they way for many upcoming tennis players and inspired athletes to push . establishments towards equal opportunities for all athletes.

Together the Williams siters have a combined total of 30 Grand Slam singles titles. Venus Ebony Starr Williams has won seven Grand Slam single titles, five at Wimbledon and two at the US Open. Younger sister, Serena Jameka Williams has won 23 Grand Slam women's single titles with the most in the Open Era.





POWERHOUSE DUO

The Williams sisters impact on the court and off is almost impossible to measure as we've watched and commented on their tennis legacy throughout the years. The Williams sisters force of nature in the sport isn't the only thing we've been tuned into when they step on our screen. Their choices in fashion as they step on the court has influenced athleisure and tennis core. We look back at some of the most iconic outfits the sisters have served us. Whether they pay a tribute to their idols or simply amaze us in some of the most exciting outfits seen on the court, their talent and fashion impact is immeasurable.

7/A twinning moment, Venus and Serena at the Wimbledon Championships in 2003.

8/Serena Williams in custom Nike at the 2004 U.S. Open.

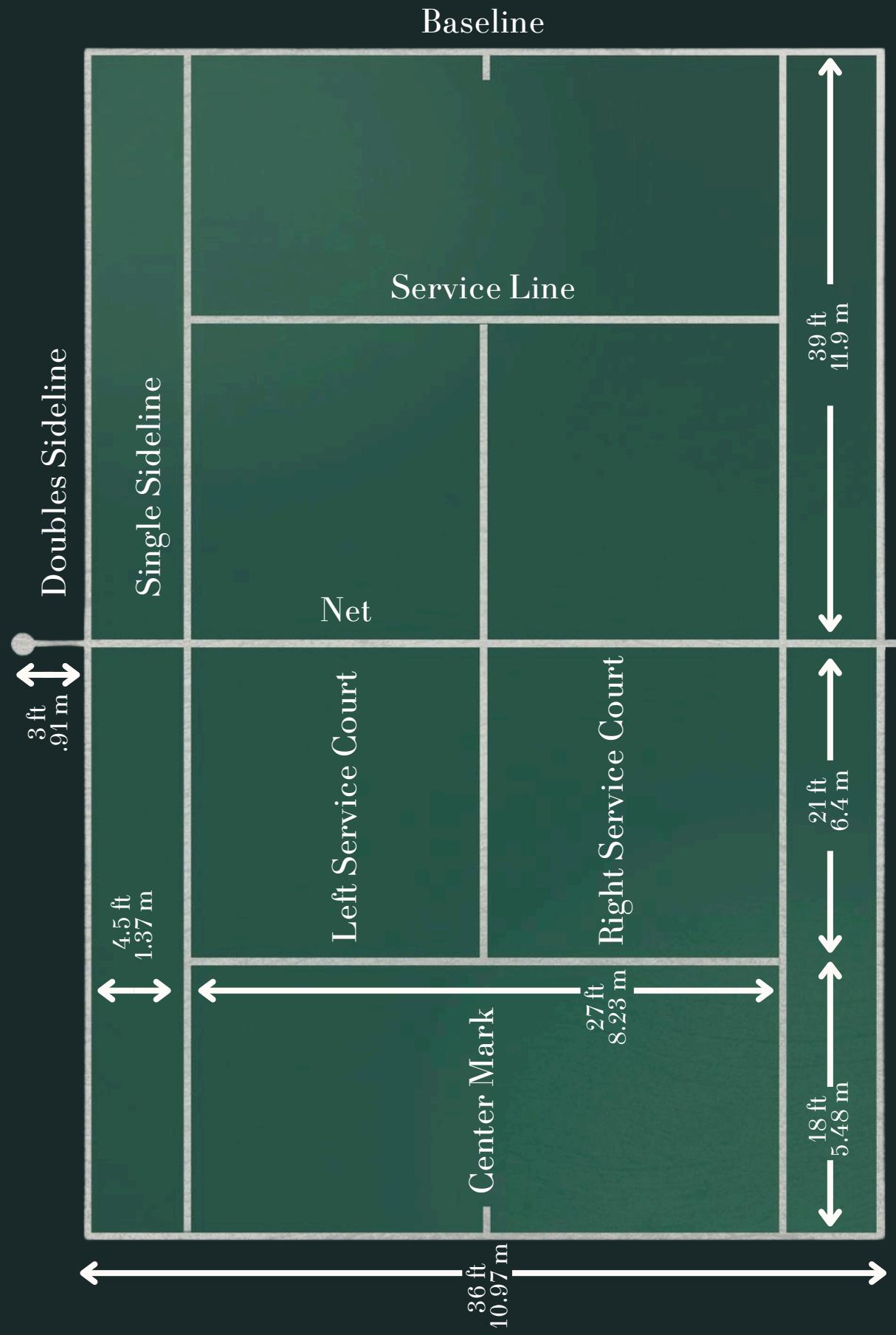
9/Serena at the 2014 U.S. Open in a Nike hot pink leopard-print dress.

10/Venus Williams, at Wimbledon 2007 where she won for the fourth time.

11/Venus Williams, at Wimbledon in a flapper inspired outfit in 2010.

12/16-year old Serena and 17-year-old Venus at the Australian Open in 1998.

TENNIS COURT



GET THE
LOOK

1. QuietComfort Bluetooth Wireless Noise Cancelling Headphones, **Bose**, \$349.99. 2. Unisex Throwback Sock Bone/White, **Alo**, \$24. 3. Row 01, Gentle Monster, \$315.00. 4. 14k White Gold Marquise Cut Diamond Stud Earrings, **James Allen**, \$5,780. 5. Free-sip Insulated Stainless Steel Water Bottle with Straw, **Owala**, \$38.99. 6. Wilson Shift 99L V1, **Wilson**, \$249.00. 7. Showcase Alosoft Stretch-Jersey Mini Dress, **Alo Yoga**, \$118.00. 8. Cotton Terry Wristband 2 Pack, **Alo**, \$14.00. 9. Silver #3924 Bracelet, **SSENSE**, \$270.00. 10. Bead It Oversized Scrunchie, **Alo**, \$20. 11. The Roger Clubhouse Pro Tennis Shoes, **ON**, \$159.99. 12. Vintage Soft Dolphin Shorts, **Gap**, \$44.95. 13. Natural Cotton Canvas Round Duffle, **RollinsRoad**, \$138.28.



Getty Images

HOW CHRIS EVERET HELPED NAME A TIMELESS JEWELRY PIECE

The Tennis bracelet wasn't always known for it's sporty name. Before they got coined with their iconic name the dainty piece of jewlery was actually called the "eternity bracelet". As a way to show eternal love, the bracelet was gifted amongst lovers to show their abiding and everlasting love.

It wasn't until the mid-1970s that we began calling the delicate diamond bracelet "The Tennis Bracelet". The change of name came about when the skilled tennis player, Chris Evert began to wear a diamond strand bracelet to her matches.

The bracelet was loose-fitted and flexible enough to move around in for the talented athlete. This chic detail elevated Evert's on-court outfits. But during the 1978 U.S.

Open the diamond-and-gold bracelet broke and fell off in the middle of Evert's match. The

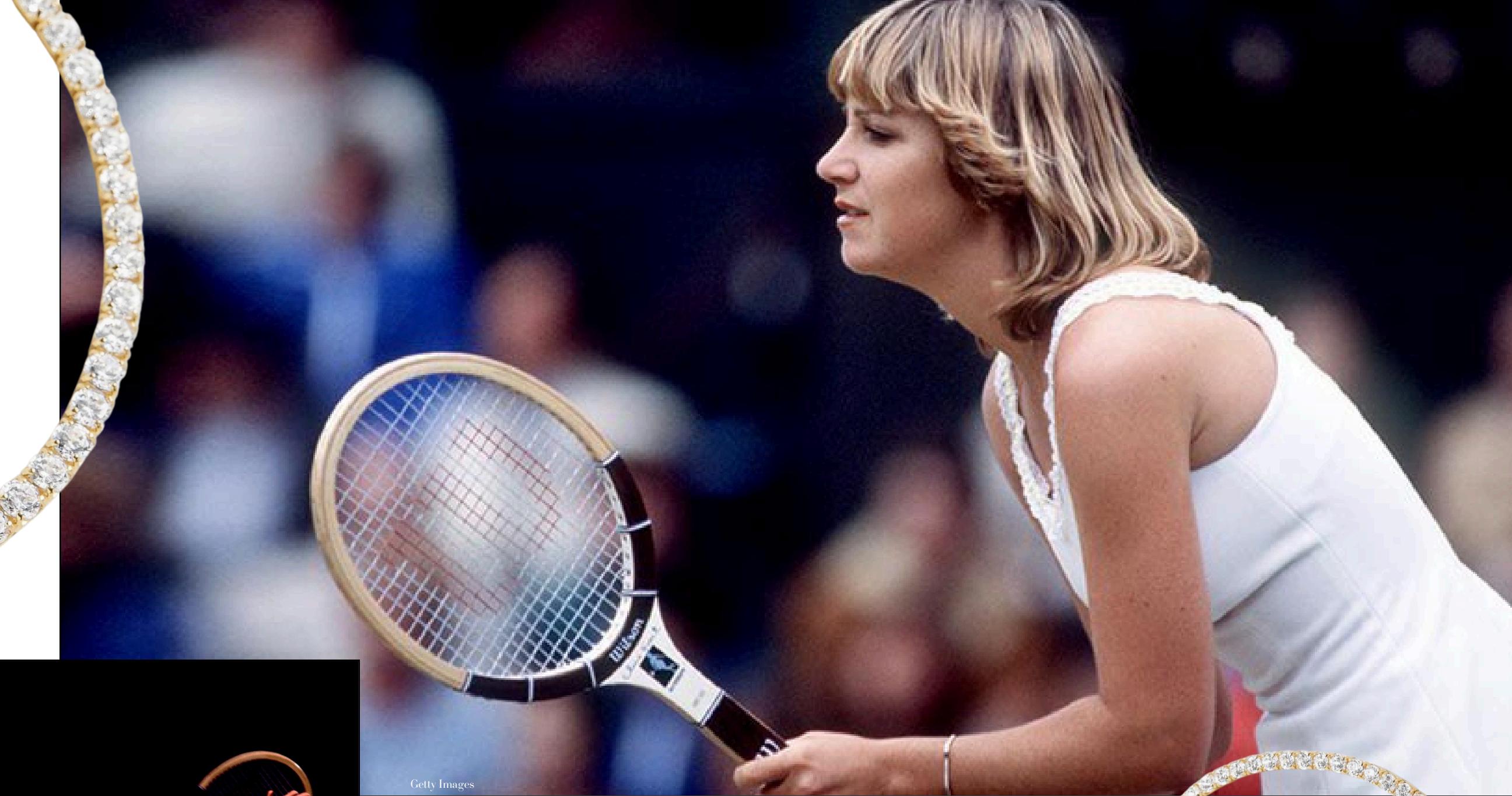
accomplished tennis player put the U.S. Open play on pause while she looked for it and honestly how

could we blame her. We too would stop everything to look for a fallen jewelry piece. Since then

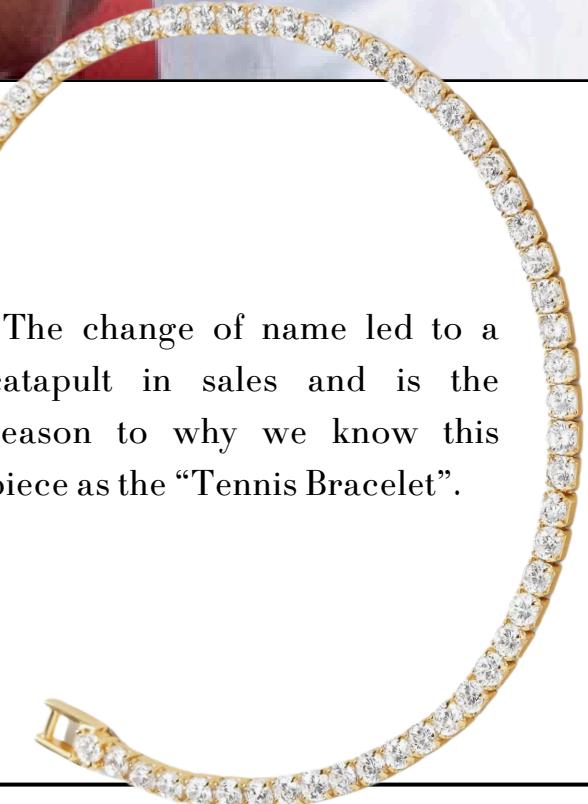
the phrase "tennis bracelet" stuck and even jewelers began to refer to it as so.



Paul Natkin/Getty Images



THE TENNIS BRACELET



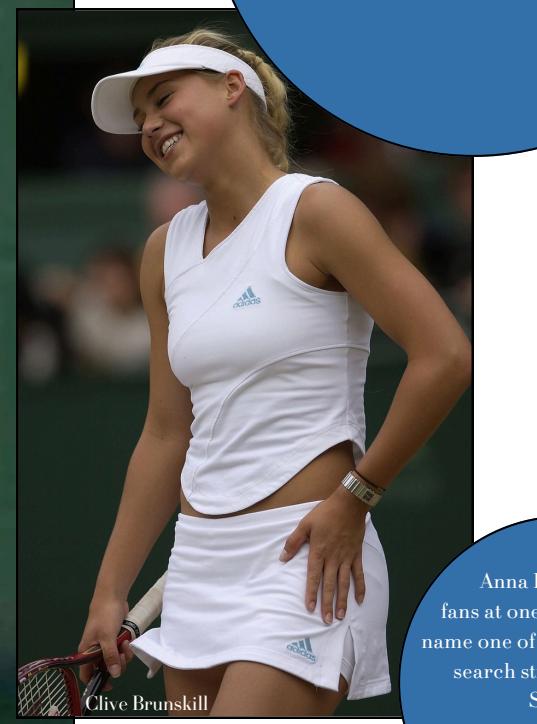
The change of name led to a catapult in sales and is the reason to why we know this piece as the "Tennis Bracelet".

WHAT A SERVE

Anna Kournikova, the tennis cool girl. The Russian former professional tennis player gained popularity with her it girl appearance and celebrity status.



Kournikova and her doubles partner Martina Hingis would refer to themselves as the “Spice Girls of Tennis”



Anna Kournikova fans at one point made her name one of the most common search string on Google Search.



Kournikova was one of the best known tennis stars worldwide with her matching tennis sets and sleek long braided ponytail. Regardless of never winning a singles title, Kournikova attained the place of No.8 in the world in 2000. She did however win two Australian Open doubles titles alongside Martina Hingis.

While she retired from professional tennis due to back and spinal injuries in 2003, Anna's fresh tennis outfits are still seen on countless moldboards and publications of best dressed tennis players. Her fantastic sense of style on the court has been engraved in our heads and applied to our versions of the tennis aesthetic. Unfortunately for many viewers that misunderstood the player and coined her as just a pretty face, she's always been a class act and a fearless fighter on court. With her quick plays and trendsetting outfits, Kournikova always gave an exciting match to watch.