

OLYMPIC FASHION: IN PINK AND BLUE TOWARDS LONDON

Stylish, colorful and of course highly functional: The clothing of the German Olympic team, which was shown to the public last week in Dusseldorf, is made like for the top positions at the XXX. Summer Olympic Games in London. Suppliers are Bogner, adidas and Sioux.



© Sammy Minkoff

In a few weeks the moment will have finally arrived: the kickoff of the start of the Summer Olympic Games in London. From July 27th until August 12th the big event happens in the British capital. Around 400 German athletes will go there at the start. From August 29th until September 9th the Paralympic Games will also be held at the same place when then about 170 athletes of the German Paralympic team will attend. Being dressed

are not only the athletes, also the coaches and officials will be equipped with the outfit as well.

Even though there is some time to pass until the start of the biggest sporting event in the world, fashionably the German athletes are already well prepared. Last week the clothing - jackets, pants, shirts, shoes and accessories as well as the highly functional clothing for the competitions itself were presented to the public in the CCD Congress Center in the fashion city of Dusseldorf. Presented was the Olympic fashion not only by models, but also by athletes. 21 athletes, including swimmer Lisa Vitting, fencer Nicolas Limbach and Paralympionikin Kirsten Bruhn presented the fashion on the catwalk. "The clothes are perfectly tailored to the needs of the athletes. I'm sure they will feel very comfortable in it and will represent Germany very well," Thomas Bach, president of the German Olympic Sports Federation (DSB) said. About 70 parts the athletes will have to carry in their suitcases when they travel to the Thames in July.



© Sioux

The prestigious clothing for the opening and closing ceremonies comes from fashion and sportswear specialist Bogner, who has fitted the German Olympic teams at all winter games since 1936, and now the summer games team for the first time. The premiere of this summer games comes just in time for the 80-year anniversary.



© Sammy Minkoff

"The athletes should look great when an estimated four billion viewer worldwide watch the opening and closing ceremonies on their TV screens live," Managing Director Willy Bogner says. In terms of color the clothing of the German team is dominated by bright colors: Bogner dresses the ladies in pink, the gentlemen in azure blue. The jackets can be turned and become multi-functional. While they appear on the one side sporty-colorful, they trans-

form themselves by turning into a stylish blazer or a dark jacket and can be worn for representative purposes.

Sporting goods manufacturer adidas supplies about 50 collection items, including clothing for the award ceremonies. A nice detail are the wing beats of the federal eagle in black, red and gold, which is indicated on the sleeves of the white jacket. Adidas also comes up with two unusual new features: ultra-light swimsuits and sprint shoes in "shark-tech", both ultra-light. The sprint shoes are inspired from "shark-tech", also ultralight as well. The Sprint shoes are inspired by the characteristics of shark skin. Thermo-polyurethane reduces the weight by up to 50 percent. Also by round-shaped carbon spikes, that compresses the ground instead of cutting it like with traditional spikes, let the sprinters will be faster, because more than 80 percent of the acceleration energy will remain. The new swimming suit for olympic champignon Britta Steffen weighs just 100 grams, not more than a bar of chocolate. It will absorb about 30 percent less water and is in accordance with the strict rules of the World Federation FINA, which stopped some of the high-tech suits January 2010. With the new swimsuit ribbons made of thermo-polyurethane which work as highly elastic springs that store and release kinetic energy and thus provide more efficient movements. In addition, adidas will offer as an official licensee in Great Britain Olympic licensed products and fan dresses to all fans.



© Sammy Minkoff



© Sioux

The traditional brand Sioux, from Walheim in Baden-Württemberg, is partner of the Olympic Games since Munich 1972 and as the official shoe supplier always very close by with the German Olympic team. Next to the gentlemen now also the ladies will wear Sioux in London. In addition to the opening ceremony the athletes will wear Sioux in the closing ceremony and at all other official occasions. "It makes us proud that we can celebrate our 40th jubilee in London as a supplier to the German Olympic team and always great confidence has been set in our work," Paul Janssen, Managing Director and Head of Design of Sioux says happy. For the athletes casual sneaker and lace shoes were designed to be color coordinated with the Bogner collection. Sioux will also produce a suitable license

collection, which will be available in the stores already before the Games in summer of 2012.

The athletes themselves are very impressed by the Olympic fashion. "Wow, it's great that I can wear the things independent of the Olympics. They are absolutely street conform and can be well combined," enthuses Britta Heidemann, Olympic fencing gold medalist, and gymnast Philipp Boy adds: "As I am definitely a fashion-conscious man I like the combination of modernity and understated elegance. So I'm always well dressed. "

*Susanne Schaper
Translation: Textination-Team*