



# RIO 2016 REGIONAL RETAIL CHECKLIST

OLYMPICS SPECIAL AUGUST 2016 · WOMEN & YOUNG WOMEN

Farm x adidas

“ BRAZILIAN RETAILERS USE THE OLYMPICS AS AN OPPORTUNITY TO CREATE VIBRANT DISPLAYS AND SPECIALLY DESIGNED COLLECTIONS, INSPIRED BY THE RENEWED PASSION FOR THE CITY OF RIO DE JANEIRO. AN UNDENIABLE SPORTSWEAR INFLUENCE DOMINATES THE WOMENSWEAR MID-MARKET. ”

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BRAZILIAN FEVER

Farm



ADIDAS ORIGINALS X FARM

Farm x adidas



RIO PASSION

Farm



OFFICIAL MERCHANDISE

Rio 2016 Official Store of the Olympic and Paralympic Games

The vibrant shades of the Brazilian flag dominate merchandise displays as retailers work the host nation's colours into assortments. Amazonian green and yellow stripes are styled with blue jeans and navy crochet knitwear for the most fashion-led approach, while Farm displays an eclectic mix of printed apparel and fan accessories. Intimissimi offers a Brazilian-inspired lingerie line working the colours of the flag across lace bralettes and performance sports bras.



Farm



Oh Boy!



Intimissimi

Mid-market retailers endorse Rio de Janeiro as youth brands push a variety of graphics associated with the city across cut-and-sew categories. Sporty styles are favoured, mixing feminine florals on a varsity-style mesh tee at Farm alongside logo print running-shorts at the official Olympics store. Youth retailer Rosa Cha opts for a '#rosachalovesrio' print for a more subtle, fashion-led uptake alongside Renner's phonetic spelling of 'RJ'. A photographic print feels the most commercial and grown up at Aquamar.



Aquamar



Renner



Farm



Rosa Chá



Official Store of Olympic & Paralympic Games

Available from the Rio Olympics store, official merchandise is made available to fans wanting to buy into the experience of the games. Brazilian colourways and sporty red, white and blue combinations dominate on loose-fit sleeveless jerseys while a bright pink T-shirt with the official Rio logo has a feminine touch. The Brazilian flag appears across categories, used as a simple motif on sporty bikini sets and retro runner shorts.



The Olympic Games provide an opportunity for retailers to create special collections and collaborations to promote the spirit of Rio 2016. As with menswear, C&A comes together with Lenny Niemayer to create the official uniform for the games alongside Nike who produced the official Brazilian team kit. A fashion-led focus sees adidas recreate the classic Gazelle, featured in a campaign shot on the rooftops of Rio. Triya and Olimpikus create a special sportswear line inspired by the women's volleyball team.



C&A x Lenny Niemayer



Enjoy



Olimpikus x Triya



Nike

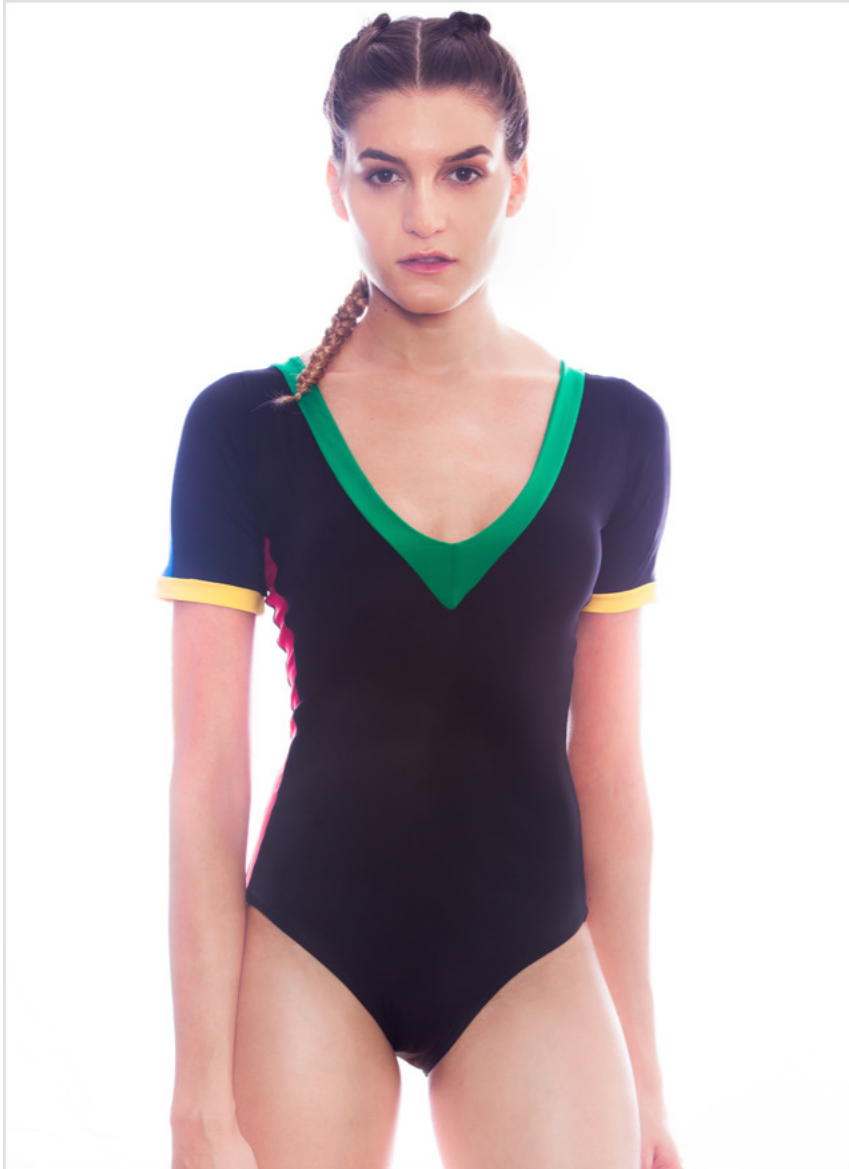


adidas

Brazilian fashion favourite Farm has launched its fifth collection with adidas Originals in line with the Olympic Games. Combining streetwear with vibrant tropical and floral prints, the collection consists of classic sneakers and sliders alongside bomber jackets, sweats and runner shorts reinvented in the exclusive in-house designed prints. A patchwork-print co-ord and an abstract toucan print on sweatshirts reflects the South American spirit of the collection.



Brazilian swimwear brands have created special lines for the 2016 Olympic Games. Rio-based designer **Marta Reis** uses the famous colours of the Olympics across a sporty, panelled swim range. Online beachwear brand **Triya** teams up with **Olimpikus**, combining printed performance fabrics with mesh and cutaway panels within the exclusive collection inspired by the Brazilian volleyball team. An all-over graphic design in the official Rio colourways is seen on a simple triangle bikini set at the official Olympics store.



Marta Reis



Rio 2016 Official Store of the Olympic and Paralympic Games



Olimpikus x Triya



Graphic tees are a key item within fashion-led Olympic-inspired lines. Rosa Cha taps into a retro aesthetic with a subtle 'Champion' logo on a 1970s-inspired burnout tee, providing a subtle reference to sports and the spirit of competition. Mho reinterprets the colours of the Brazilian flag on bindings and a contrast pocket on a simple T-shirt while Isolda uses a cartoon of a female swimmer balanced on a Brazilian flag to reference the games.



Isolda



Rosa Chá



Mho