

RIO OLYMPICS SPECIAL

REGIONAL RETAIL CHECKLIST

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Nike

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A MIXTURE OF SPONSORED MERCHANDISE AND BRAZIL-INSPIRED DISPLAYS DOMINATES RIO RETAIL, AS TRAVELLERS ARRIVE FOR THE OLYMPIC GAMES. HOMEGROWN AND INTERNATIONAL BRANDS ENDORSE PARTICIPATING NATIONS BY REINTERPRETING FLAG COLOURS AND SPORTS THEMES.

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Faye Howard – Associate Editor,
Retail & Buying, WGSN



OFFICIAL MERCHANDISE

Rio 2016 Official Store of the Olympic and Paralympic Games



COLLABORATIONS

Nike



GLOBAL TEAMS

Levi's



RIO SPIRIT

Zux

The Olympics brings a renewed sense of pride to Rio de Janeiro as the phrase 'Rio de Janeiro is still beautiful' is promoted across the city. Retailers also pick up on this spirit, pushing Rio-centric slogans and motifs, seen on T-shirts in particular. Designs range from bold type to more abstract photographic prints of Copacabana Beach, with retailers reworking the colours of the Brazilian flag to bring this patriotic product to life. Retailer Toulon takes a creative slant, using a caipirinha cocktail recipe to represent local flavour.



Renner



Zux



Hurley



Levi's



Toulon



Lemon Grove

Local and international retailers tap into the global spirit of the Olympics by working a variety of flags and team colour combinations across assortments. T-shirts remain the key item, with retailers using bold type to promote each different nation participating in this year's games. Abstract flag designs have a fashion-led feel at Renner, while adidas opts for oversized abbreviations for a more directional representation of each country.



adidas



Levi's



Official Store of the Olympic and Paralympic Games



Renner



Hurley



Dafiti

The Rio 2016 official store boasts a vast collection of branded Olympic merchandise. The official logo and famous Olympic rings feature across cut-and-sew categories in particular alongside accessories and towels, which are often reinterpreted into graphic shapes in a variety of colourways. Malwee, the licensed producer of Rio 2016 merchandise apparel, uses various abstract designs across its T-shirt collection, featuring a stick figure performing different sports against a white backdrop.



Official Store of the Olympic and Paralympic Games



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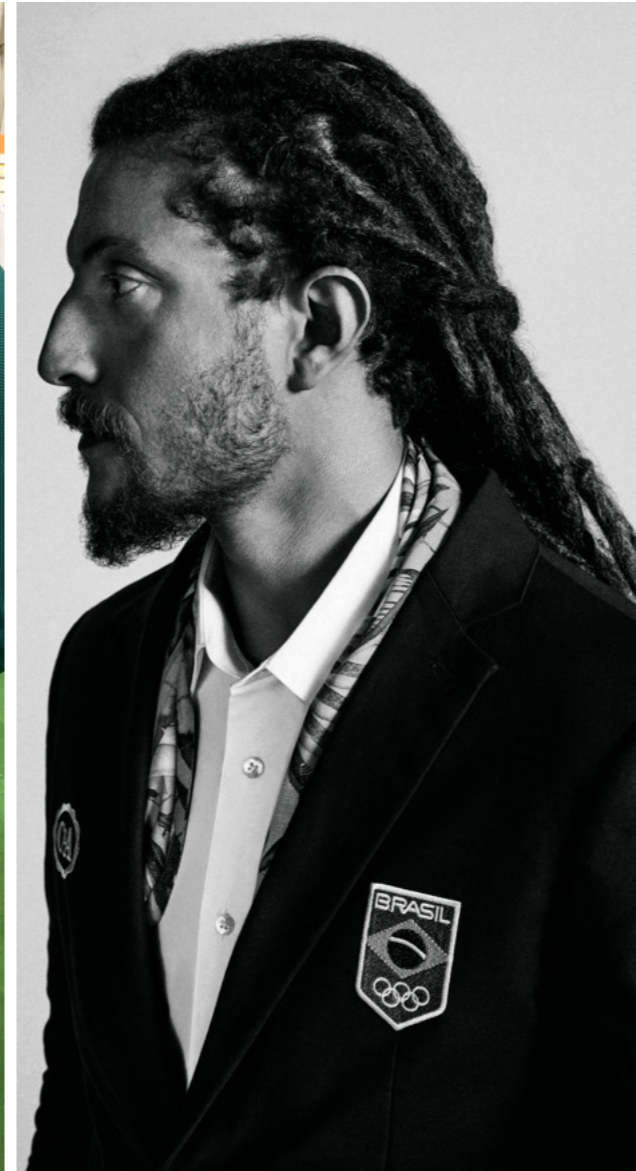
Rio sees a variety of activewear and fashion retailers alike collaborating with sports personalities and Olympic teams. Lenny Niemeyer and C&A come together to create the uniforms for the Olympic committee, while Olympic sponsor [Nike](#) leads the way in creating the official Team Brazil kit, alongside [Olimpikus](#) supplying the volleyball kit. The same designs are also used in the collections available in stores. Brazilian brand Havaianas reinterprets the Olympic logos in its flip-flop range designed exclusively for the games.



Olimpikus



Official Store of the Olympic and Paralympic Games



C&A x Lenny Niemeyer



Havaianas



Hurley

The colours of the Brazilian flag dominate across market levels as retailers work Amazonian green, blue, yellow and white across a variety of products and merchandise displays. Intimissimi pushes a special menswear basics collection based solely on these colours, while Renner opts to bring a display of Brazil-inspired T-shirts to the forefront. Colour-blocking and graphic print designs inject a sense of Brazilian spirit across activewear, swimwear and sports shoes in particular.



Renner



Renner



Olimpikus



Intimissimi

The slogan tee is a must-have item for Rio 2016. Messages are simple and to the point, making direct references to sport: winning, scoring goals and never giving up. A sense of Brazilian pride is seen once again at Diffe, which opts for a washed-out design with a motif stating "I am Brazilian and I will not quit," alongside Renner's hand-drawn football player design using the nation's colours.



Renner



Under Armour



Diffe

Sports-inspired graphics are reinterpreted in a more abstract and fashion-led way as retailers reference the Olympics within their core offerings. Photographic prints of sprinters and starting blocks feel the most commercial at adidas and Toulon, while others opt for a more abstract stencil effect to mimic a running track. An official Olympic tee is also given the fashion treatment with a retro-inspired blue and red star motif injecting a trend-led feel.



Official Store of the Olympic and Paralympic Games Reserva



adidas



Toulon

The Brazilian flag is an obvious print direction with both official Olympic sponsors and fashion retailers incorporating the flag across assortments. Active stay-dry T-shirts with wicking technology available from the Rio 2016 official store feature the flag of Brazil on a proud central chest placement, while the Olympic range from Havaianas features more abstract designs in the colours of the flag. A faded transfer print offers the most directional take on a simple white tee.



Official Store of the Olympic and Paralympic Games



Havaianas



Renner