

APPAREL AND ACCESSORIES

Armani dresses Italy's Olympic, Paralympic teams for Pyeongchang

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Armani has supplied the Italian teams with a modular wardrobe. Image courtesy of Armani

By STAFF REPORTS

Italian fashion label Giorgio Armani is outfitting the Olympic and Paralympic athletes from its home country for the upcoming Winter Games.

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This marks Armani's fourth time dressing the Italian teams, building on partnerships the brand established with CONI and the Paralympic Committee in 2012. The global competition provides brands with an opportunity to show their national pride on a world stage.

Olympic outfitter

Armani first dressed the Italian Olympic and Paralympic teams for the London Games. It has since served as the official outfitter for the teams in Sochi, Russia and Rio de Janeiro, Brazil.

For the 2018 Winter Games in Pyeongchang, South Korea, Armani is providing athletes with attire for official occasions and their free time. Produced by Armani's EA7 activewear line, the collection of apparel given to each athlete includes a ski tracksuit and mantle, down coat, polar fleece shirt, T shirt, jumper, cotton trousers and cotton layering set.

This modular wardrobe also comes with accessories such as a hat, gloves, scarf and waterproof shoes in high and low top versions. Armani has provided athletes with a luggage trolley, gym bag, boot backpack and messenger bag as well.

Armani's designs showcase national pride, with the midnight blue attire featuring the colors of the Italian flag along with the EA7 logo. Further nodding to its heritage, the first verse of Italy's national anthem is printed in gold on the inside of jackets and sweatshirts and on the underside of the collar on polos.



Armani will have placement at the Pyeongchang Winter Games. Image credit: Pyeongchang 2018

The Olympic Winter Games will be held from Feb. 9 to Feb. 25, while the Paralympic Winter Games will run from March 9 to March 18.

Long before the Games kick off, brands are creating excitement for the competition and their positions in the event. For instance, in February, Swiss watchmaker Omega started the year-long countdown to the 2018 Winter Olympics in Pyeongchang.

Omega has a long history of Olympic involvement and is the international sporting event's official timekeeper for both winter and summer games. Next year's Olympics in Pyeongchang will be the 28th time Omega has conducting the timekeeping for the world event since 1932 ([see story](#)).

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