

Art + People 2024

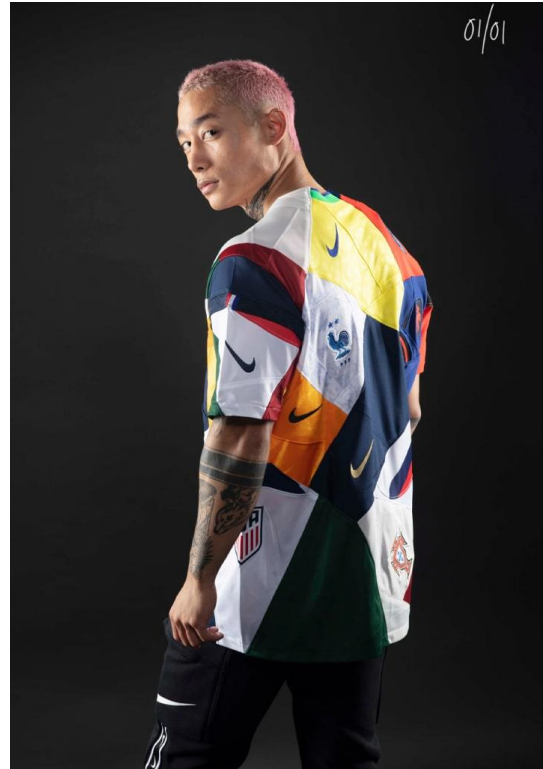
Football x Fashion

Inspirations upcycling

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1. Football Wear

2022 : Nike mash-up t-shirt



Martine Rose (UK designer)

Twisted football t-shirts



2018 : Afterhomework x PSG - Reworks de maillots du PSG

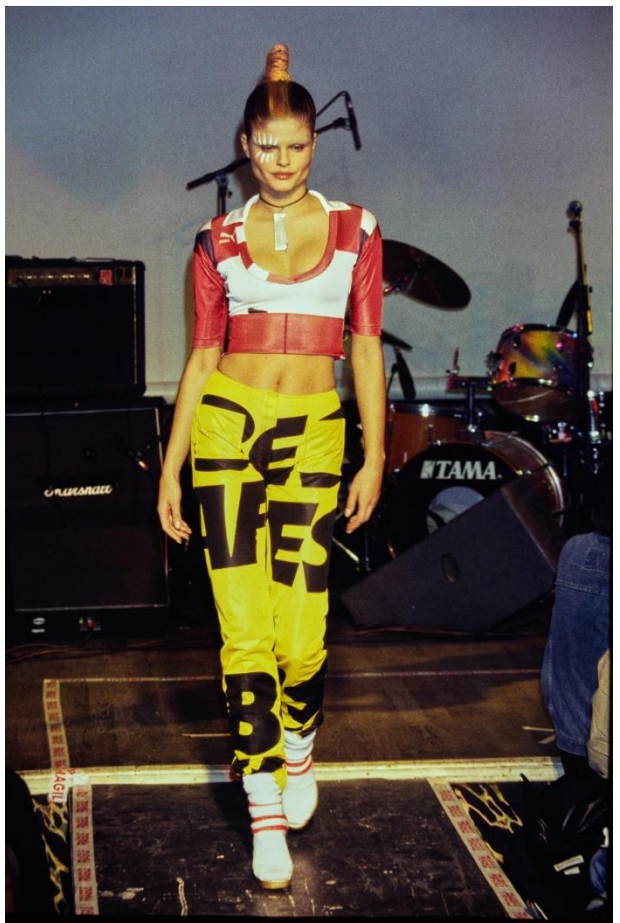


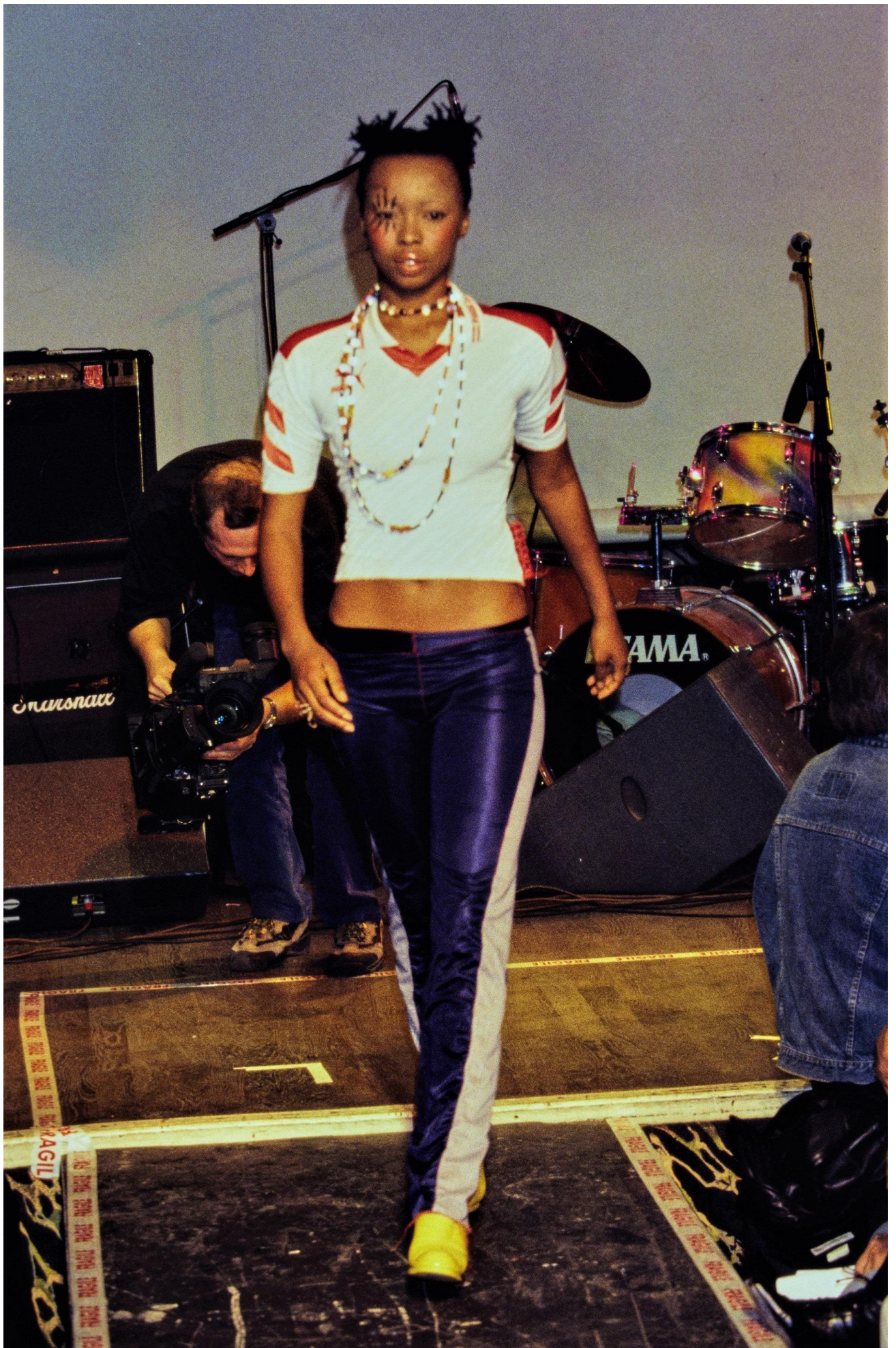
2023 : Xuly-Bët (Lamine Kouyaté)



1994 : Xuly-Bët (Lamine Kouyaté)



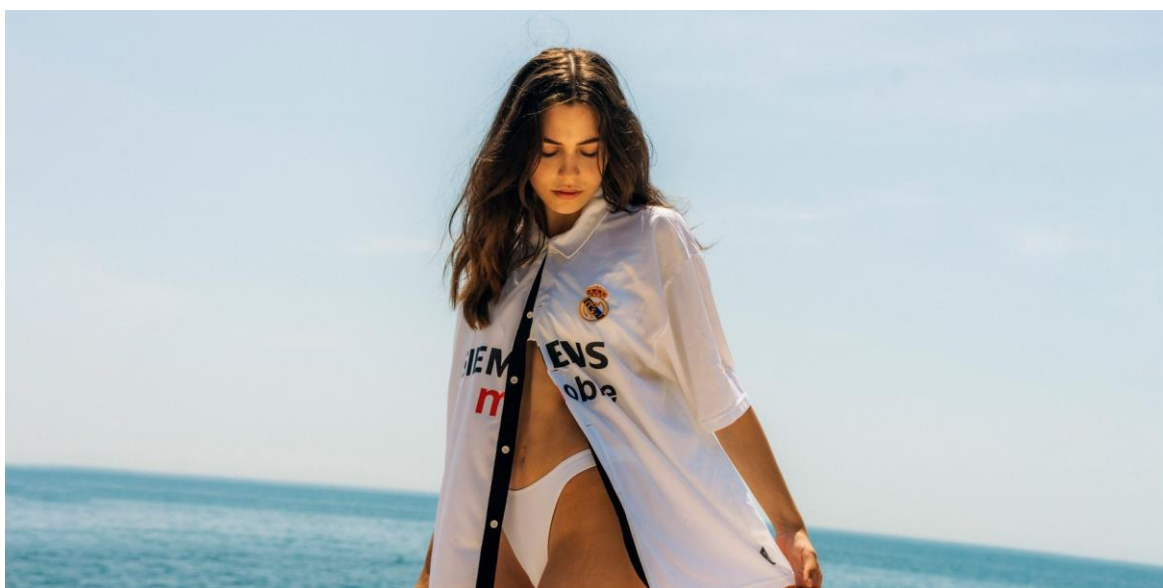




Art of Football - Upcycling à partir de vestes de sport



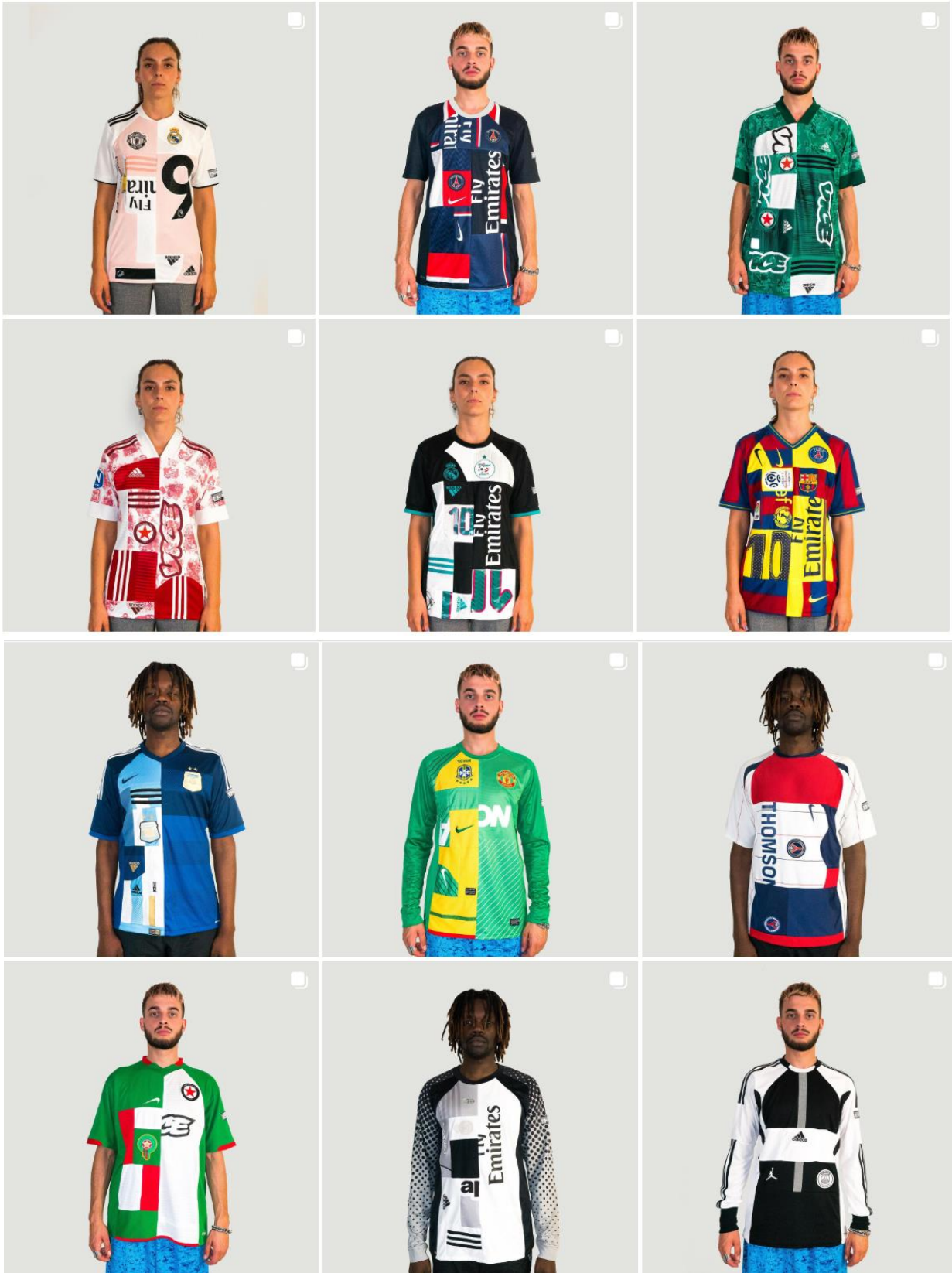
2022 : Equipo FC – chemises boutonnées au départ de maillots vintage



Collab Umbro + Christopher Raeburn



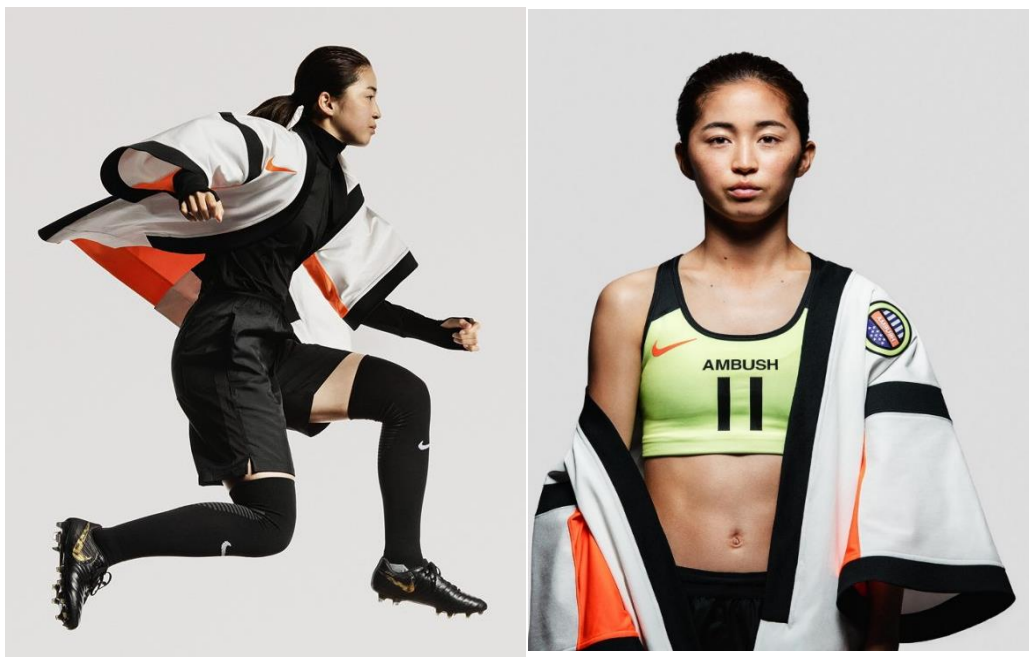
Studio 93



Koché, Marine Serre, Yoon Ahn, Erin Magnee x Nike

Quatre designers invitées par Nike à revisiter le maillot de foot pour célébrer la coupe du monde de foot féminin.

Yoon Ahn (Ambush®)



"Mon design Nike x AMBUSH® est un maillot de football hybride unisexe inspiré du "Happi", un manteau traditionnel japonais à manches droites. Je pense qu'il est important que les supporters du monde entier puissent se rencontrer et assister à un moment d'unité entre toutes les nations."

Christelle Kocher (Koché)



"L'idée de ma création est de donner un sentiment de mouvement et d'énergie positive. J'ai créé cette robe en reconstruisant le maillot de football autour du corps de la femme. Le résultat est une robe qui peut être portée par une femme qui danse, joue ou se déplaçant simplement dans la rue."

Erin Magee (MadeMe)



"Le design de mon maillot est axé principalement sur la performance et le sport, le style arrive en second plan. C'était aussi l'occasion de célébrer le passé victorieux de l'équipe de football féminine des US avec un clin d'œil et hommage à Nike, la déesse de la victoire."

Marine Serre (Marine Serre)



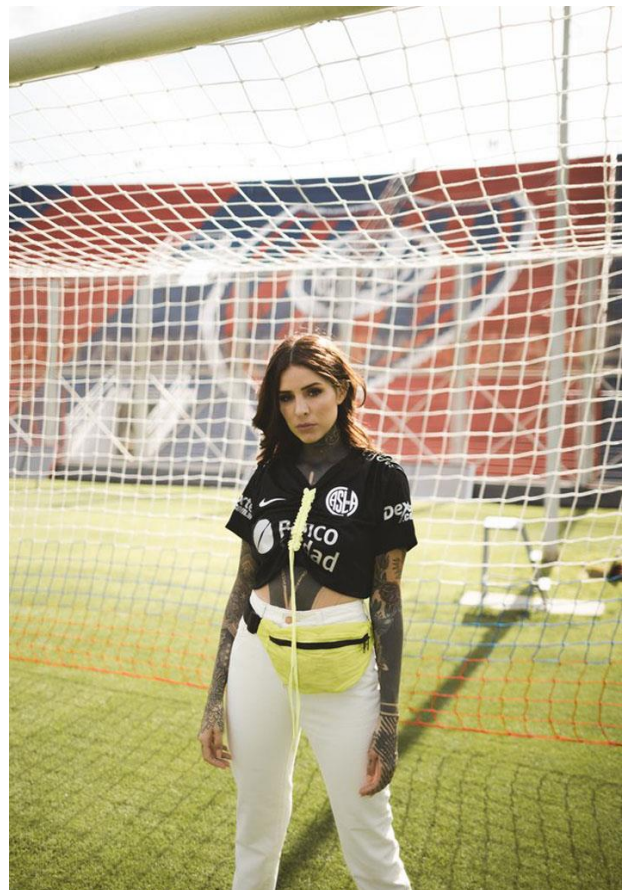
"Le centre de mes créations est toujours axé sur l'hybridité et l'adaptation au jour le jour. Il est important de créer une ligne qui permette à une femme de se sentir bien sans compromettre son style au quotidien."

2023 : Unwanted FC x Nike



<https://unwantedfc.com/blogs/projects/nike-unwantedfc-project>

2018 : collab Madness Clothing x Nike Football – reworking du maillot du club argentin San Lorenzo

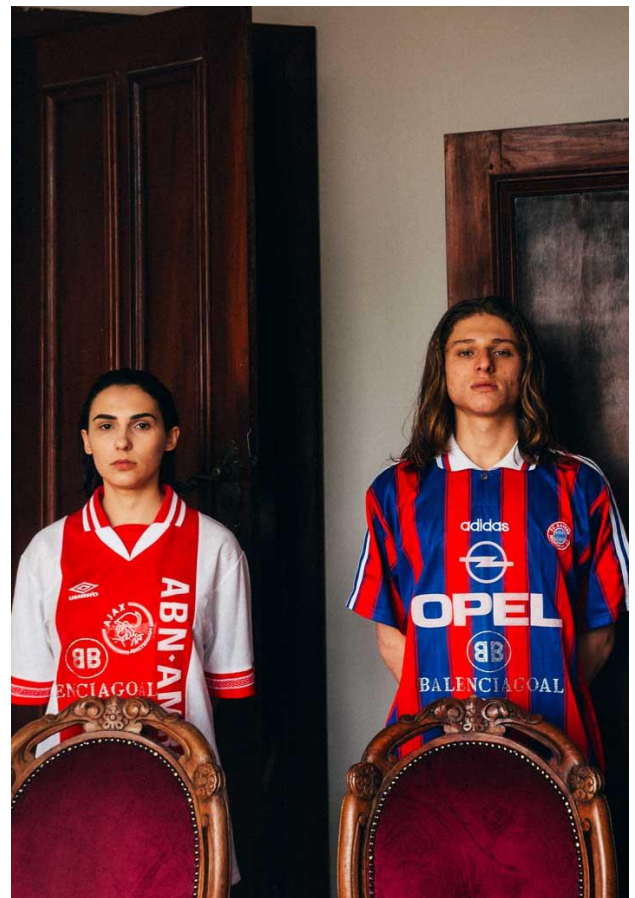
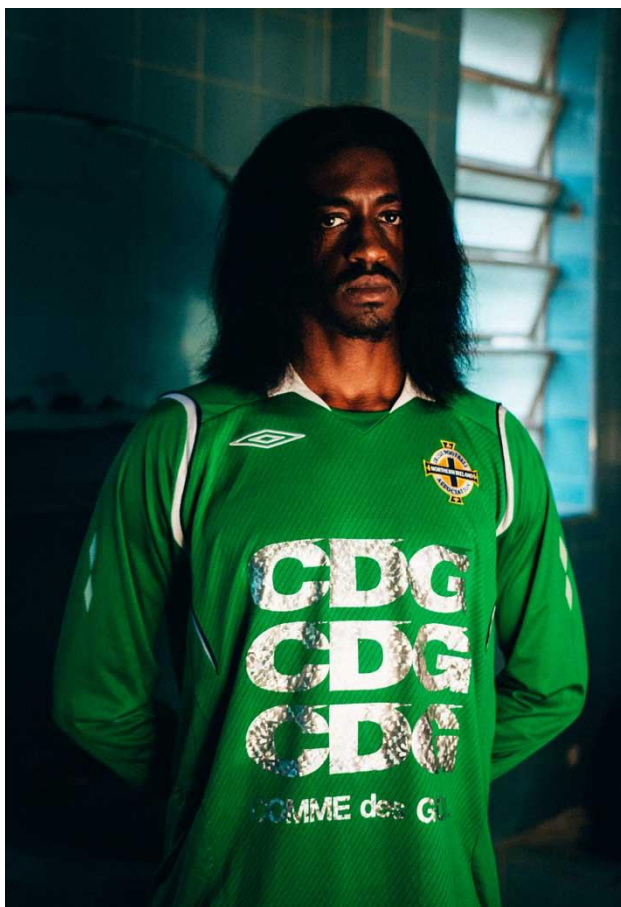






2017 : marque Les Vêtements de Football lancée par un magazine italien NSS

Utilisation de maillots vintage et parodie de noms de marque.





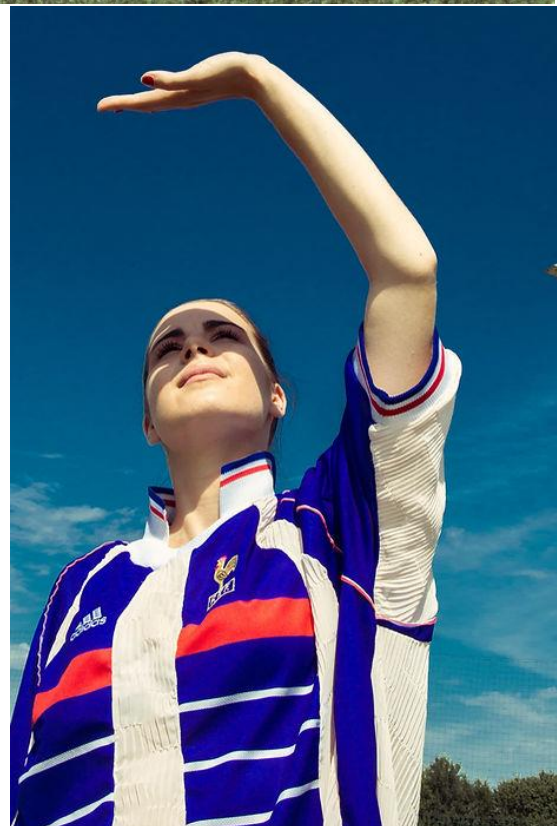
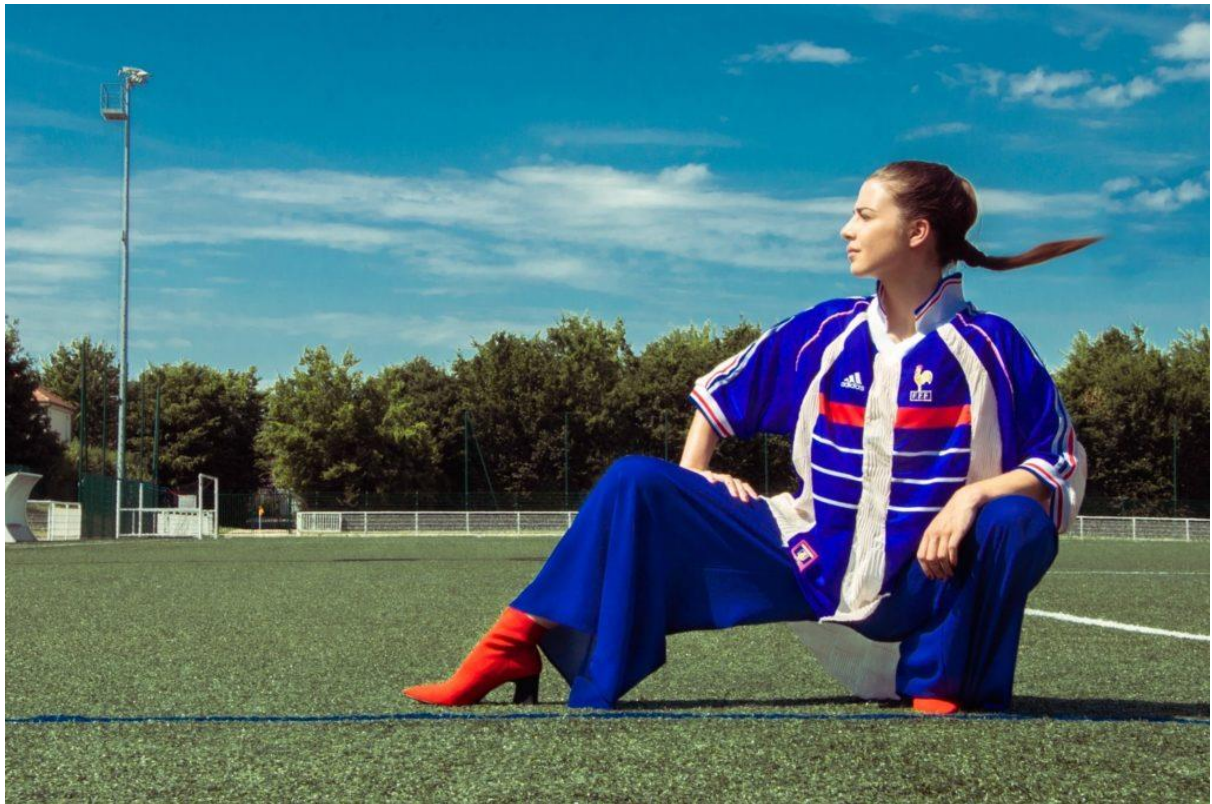
2023 : Diana Al Shammari – broderie sur maillots



<https://www.instagram.com/thefootballgal/>
<https://www.tfgshirts.com/>



Claire Dartigues – rework du maillot de France 1998





2019 : Koché x Nike - clin d'œil au mondial féminin - silhouettes réalisées au départ de maillots d'équipes soutenues par la marque





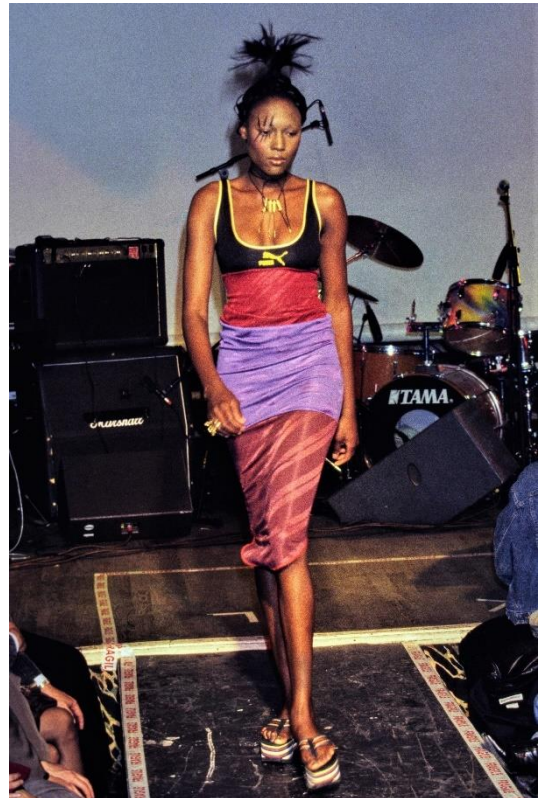
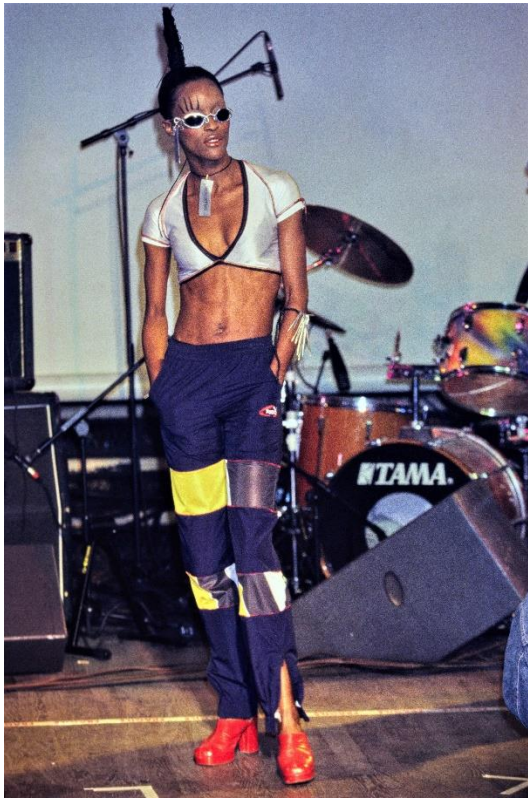


2. Prêt-à-Porter

Maï Jarach - corsets à base de maillots de foot



1994 : Xuly Bët x Puma



2023 : Renata Brenha





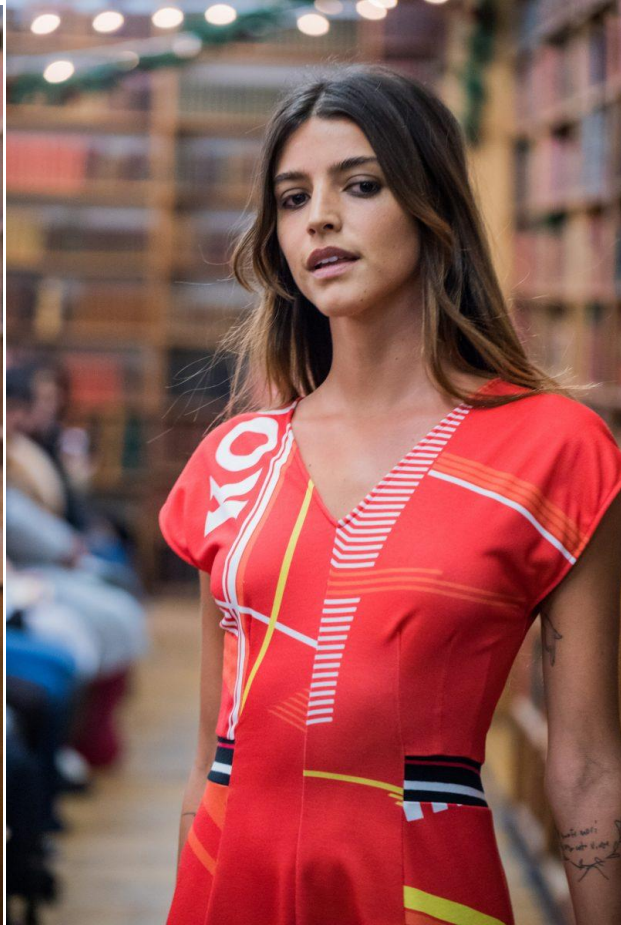
2022 : Art of Football [A O F] x Nike – réinvention des kits de 6 nations

Inspired by the current streetwear trends, a fusion of fashion and function, the [A O F] x Nike collection is a reinvention of the 2022 kits of six nations: England, Netherlands, France, Brazil, Portugal and Croatia. Each look is created using the world cup kits and Nike faulty stock.



2017 : Koché x PSG – Collection au départ d'anciens maillots du PSG

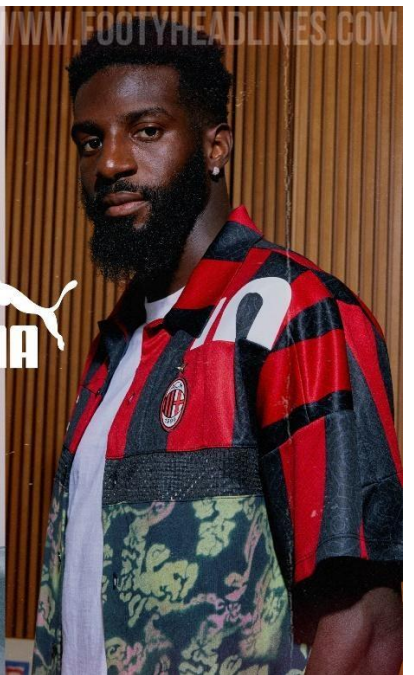
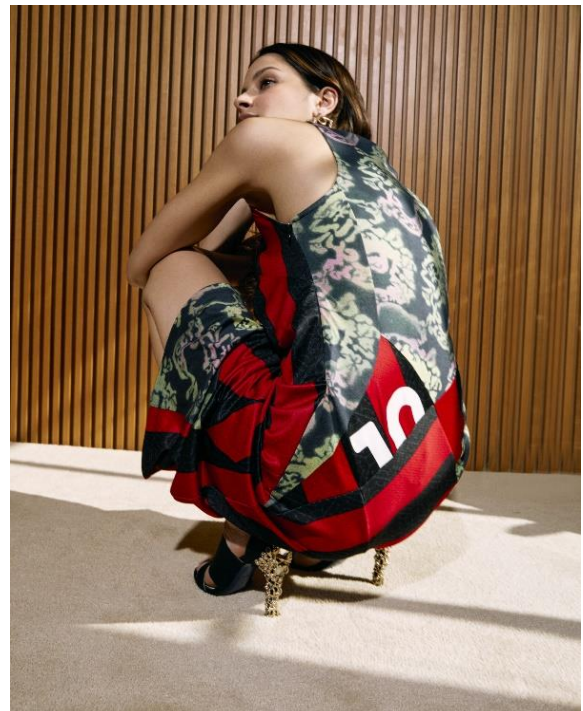








2022 : Koché x AC Milan - Collection au départ d'anciens maillots de l'AC Milan

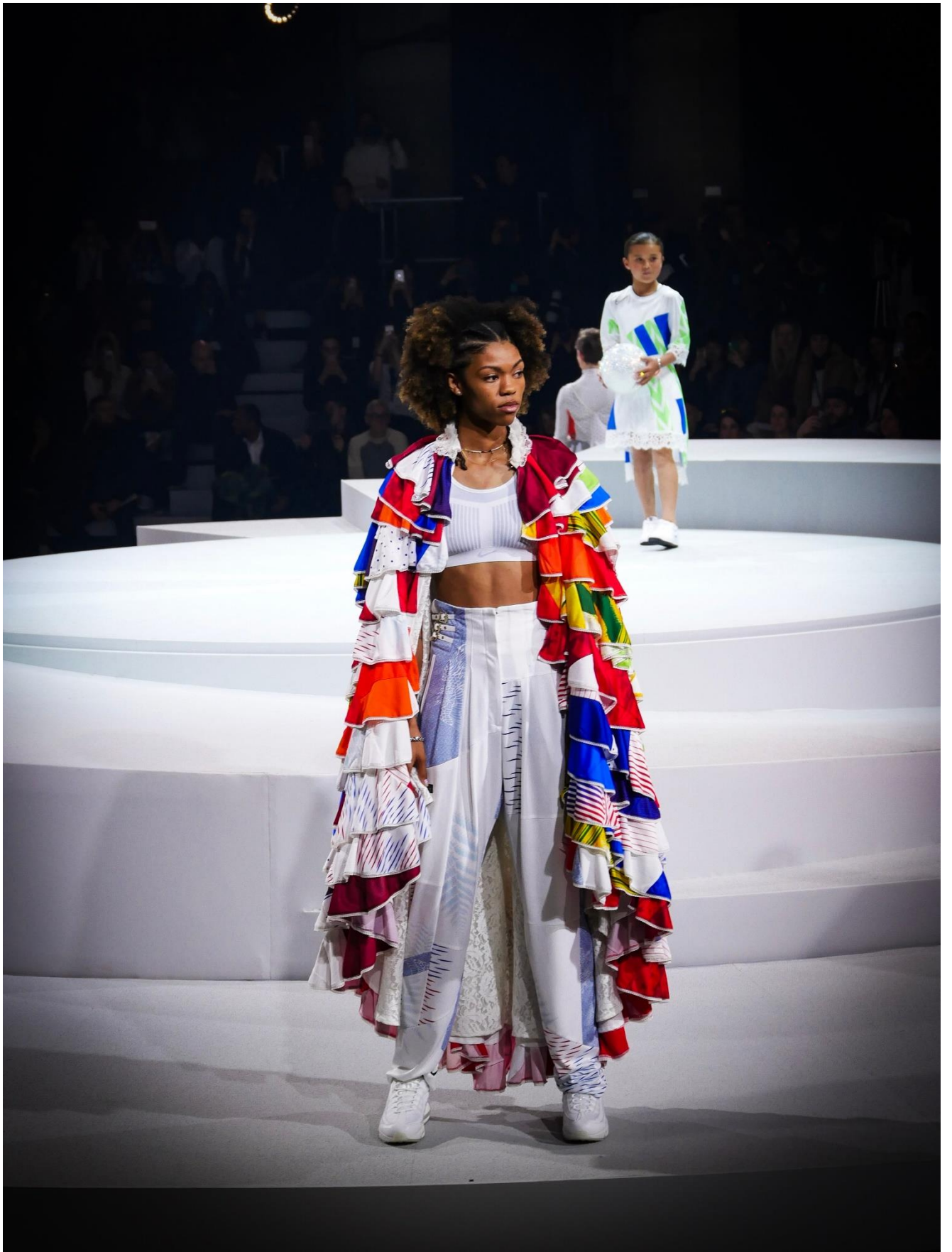


[Koché transforme les maillots de l'AC Milan en une collection couture \(fashionnetwork.com\)](https://www.fashionnetwork.com)
[REKOCHE PUMA – STAFF INTERNATIONAL SPA / KOCHÉ ONLINE STORE \(koche.fr\)](https://www.koche.fr)

2019 : Koché x Nike - clin d'œil au mondial féminin – silhouettes réalisées au départ de maillots d'équipes soutenus par la marque









C'est la vie | Fashion Week : le clin d'oeil de Koché au Mondial féminin de football | La Provence
Koché Imagine 11 Nouvelles Tenues avec Nike Pour La Coupe Du Monde De Foot Féminin | Hypebeast
KOCHÉ Célèbre Le Sport Et La Football Culture Dans Son Dernier Défilé | Hypebeast

2019 : Koché : Fashion Week Tokyo – reworks de maillots en lien avec le Japon



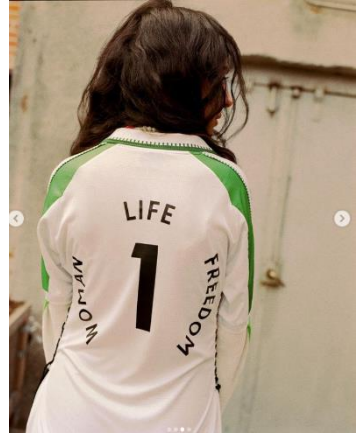
KOCHÉ | Rakuten Fashion Week TOKYO

KOCHÉ : Maillots Et Collaboration Avec Pikachu Pour Leur Défilé À Tokyo | Hypebeast

Umbro x Nouveau Nova (Nova Nørgaard)



Robe réalisée à partir d'un maillot de l'équipe d'Iran en hommage au mouvement Woman, Life, Freedom





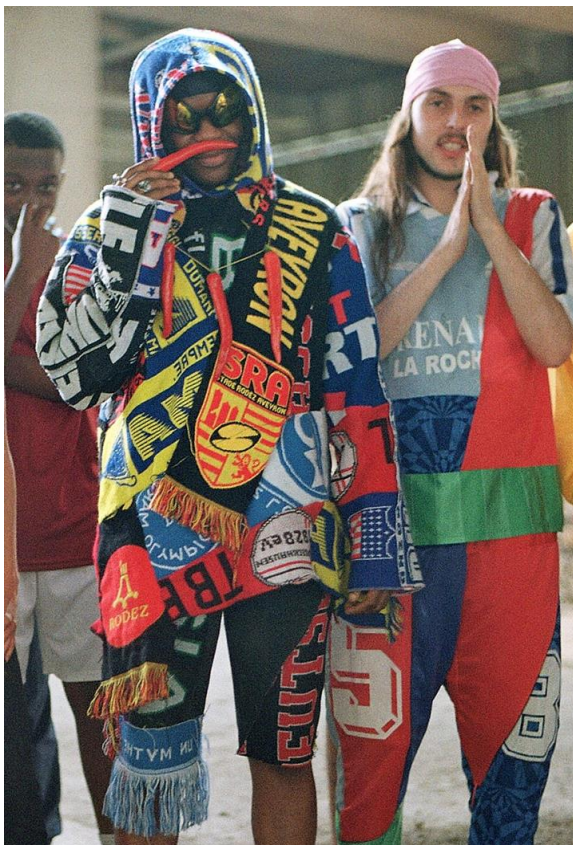
Nova Nørgaard - Nouveau Nova - Rework de maillots avec du tricot





2018 : L'enfant du cartel

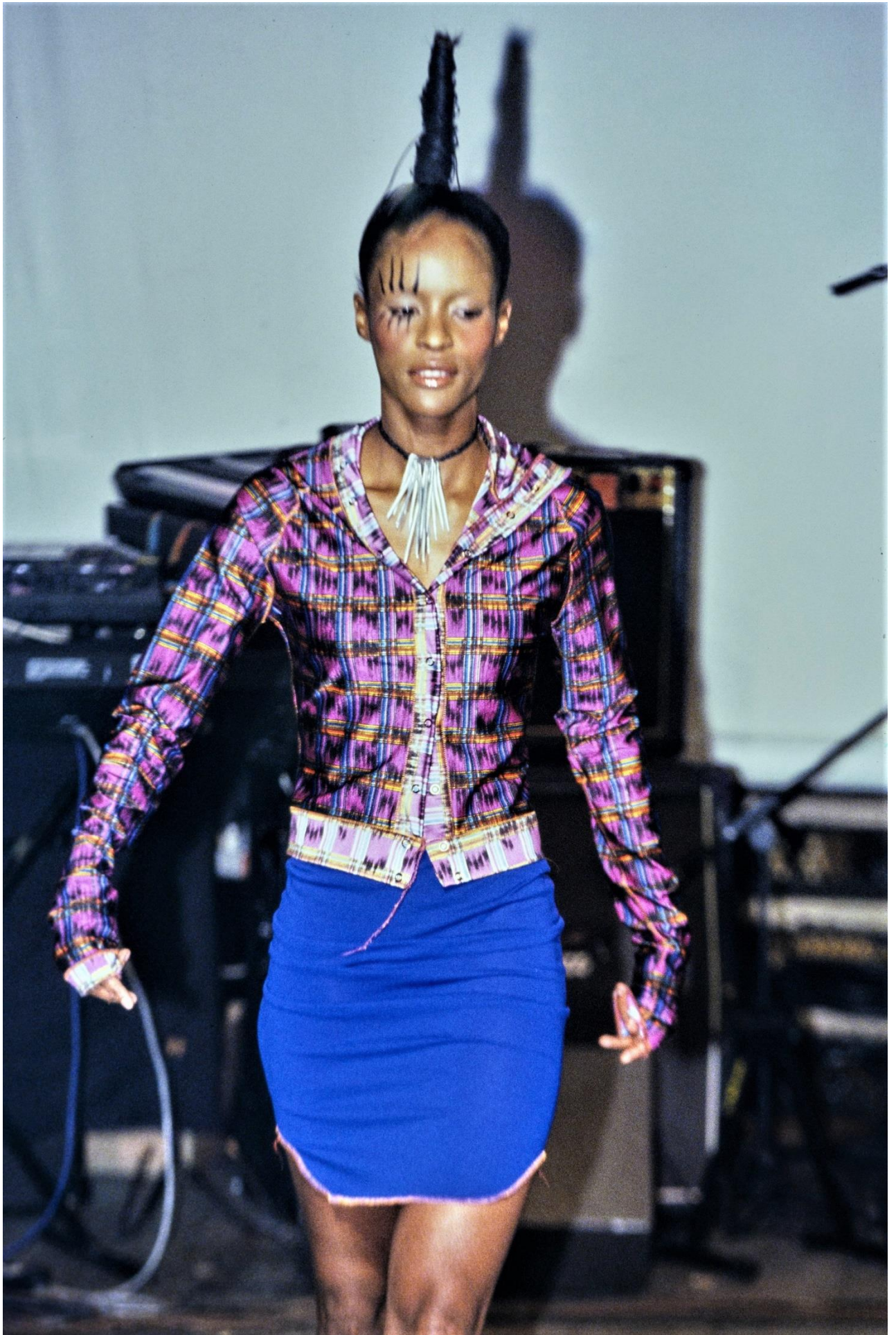
Le label parisien Enfant du Cartel spécialisé dans l'upcycling a créé une collection capsule pour le mondial 2018 en collaboration avec le magasin vintage Line-up.



Vidéo de la collection : <https://www.youtube.com/watch?v=1pywPCEvMQA>

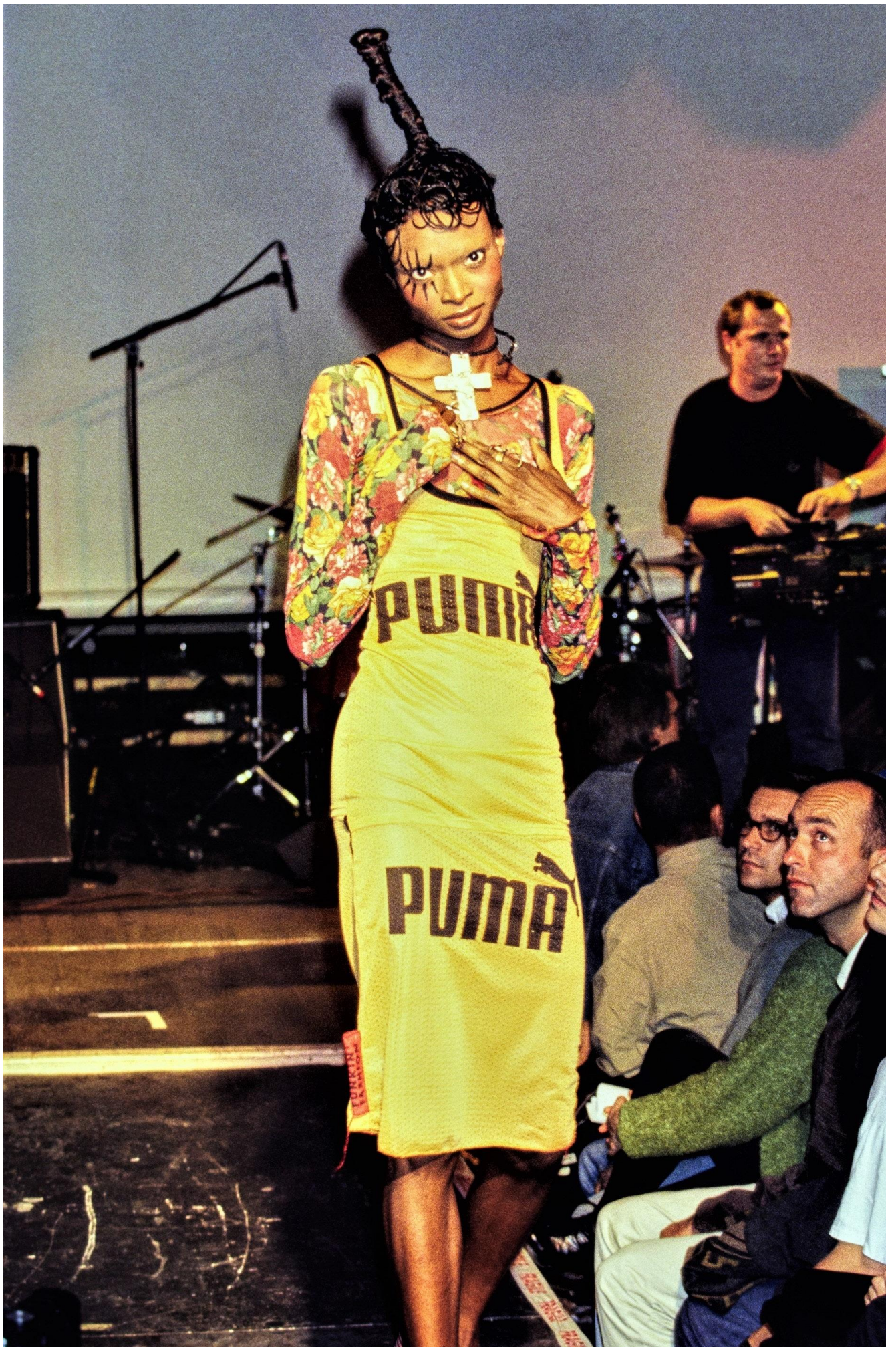
L'Enfant du Cartel a également réalisé une robe à base d'écharpes de supporters du PSG.





Xuly-Bët (Lamine Kouyaté)





Art of Football [A O F] x Nike – Rework



3. Extravaganza

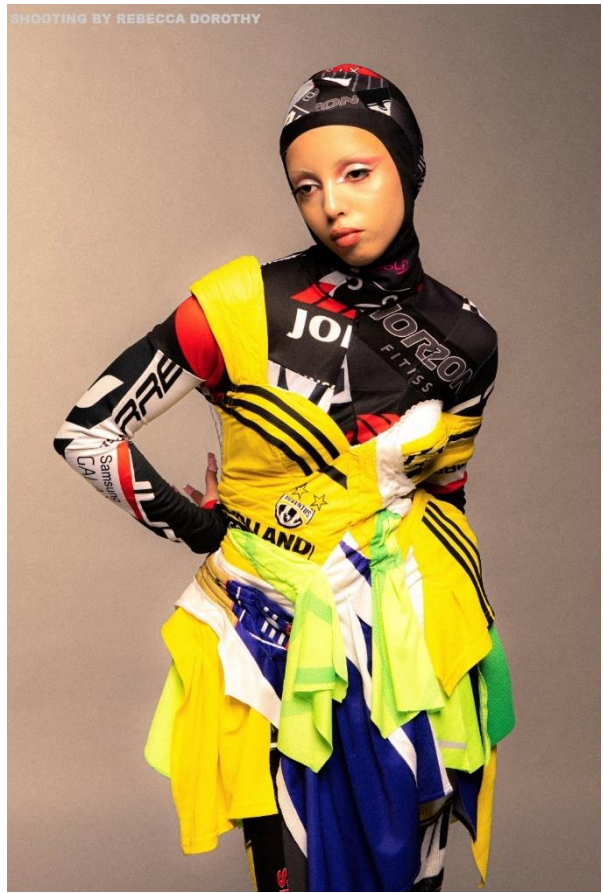
2019 : adidas Originals Makerlab x British Fashion Council



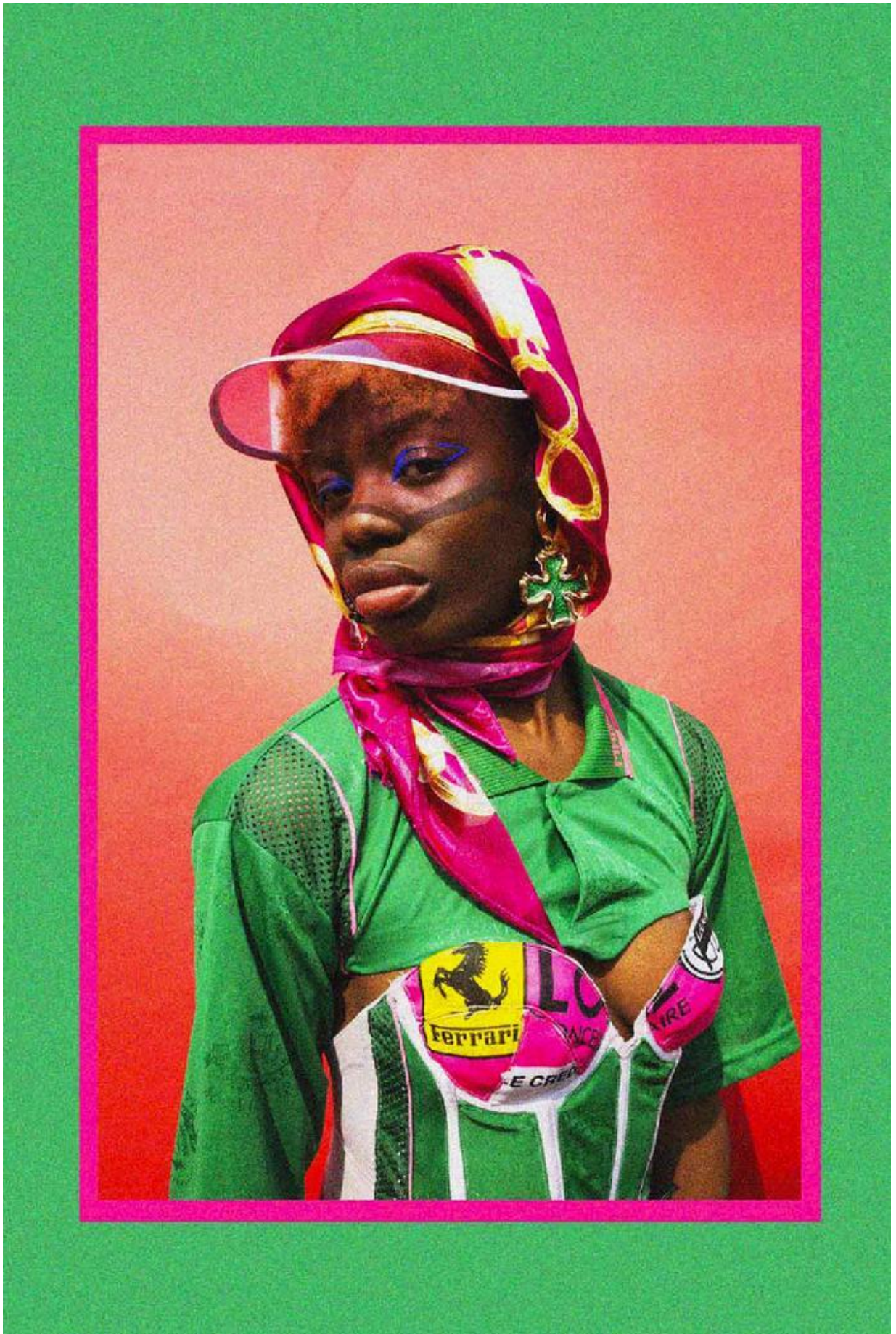
Une collaboration entre adidas et de jeunes designers émergents mettant en évidence le football

Maison Mouchel









<https://maisonmoucel.com/COLLECTIONS>

2016 : James Geraghty – BA Fashion (Hons), Kingston University London

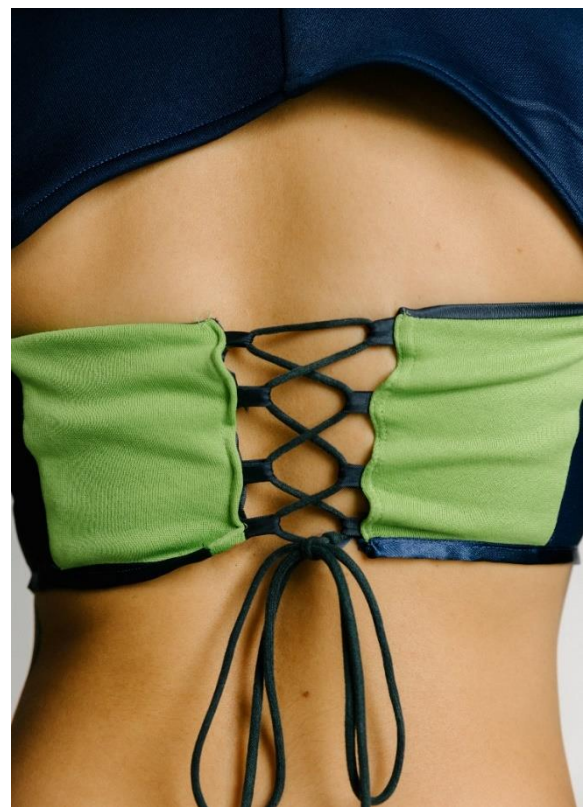
Défilé de fin d'étude du jeune designer anglais James Geraghty



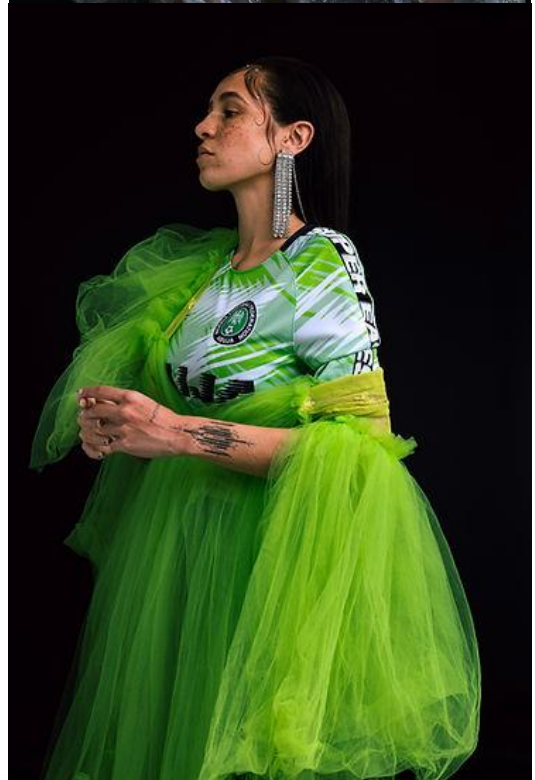
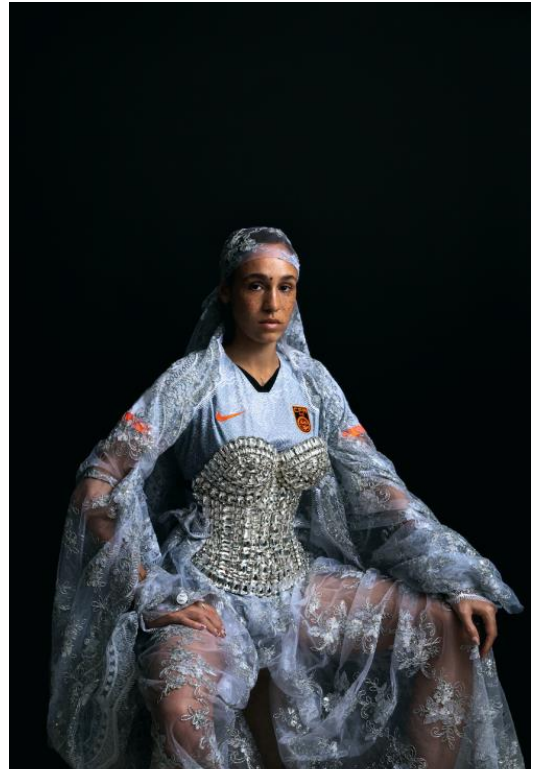
L'enfant du Cartel



House of Re (Nilab Hamidi)



2019 : Iris Gonzales, styliste et directrice artistique du magazine Views – éditorial pour Nike



<https://irisgonzales.com/artdirection>

2023 : Umbro x Sophie Hird – projet Make New

Veste biker réalisée au départ de crampons et de ballons de foot



<https://www.umbro.com/en/get-involved/campaigns/make-new-x-sophie-hird/>

2021 : Puma x Nicole McLaughlin – veste réalisée à partir de gants de gardien



[PUMA Partner With Nicole McLaughlin For 'Goalkeeper-Glove' Jacket - SoccerBible](#)



Hattie Crowther

<https://www.instagram.com/hattie.crowther/>
www.hattiecrowther.com





Through this collection I seek to highlight the contradiction that is being created by the officials behind footballs FIFA body in holding the World Cup in Host Nation Qatar, who's values I believe are incompatible with the unifying values that form the foundation of the sport of Football itself and bind its fans together.

Football's true values are at the heart of this collection - I believe that the freedoms that everyone has as individuals, being used as action to form unity within a team - is a powerful metaphor for how fashion and football can bring about social change.

In this collection, the football jersey symbolizes this fabric of change. Being reinterpreted, manipulated and re-shaped – the traditional jersey takes on new meaning - becoming a non-binary and expressive conduit of meaning. This freedom from gender norms is representative of inclusivity and diversity, challenging the repressive and dangerous stance of Qatar to the LGBTQIA+ community which is well documented, pervasive and continuing, despite continuing criticism and pressure from human rights groups.

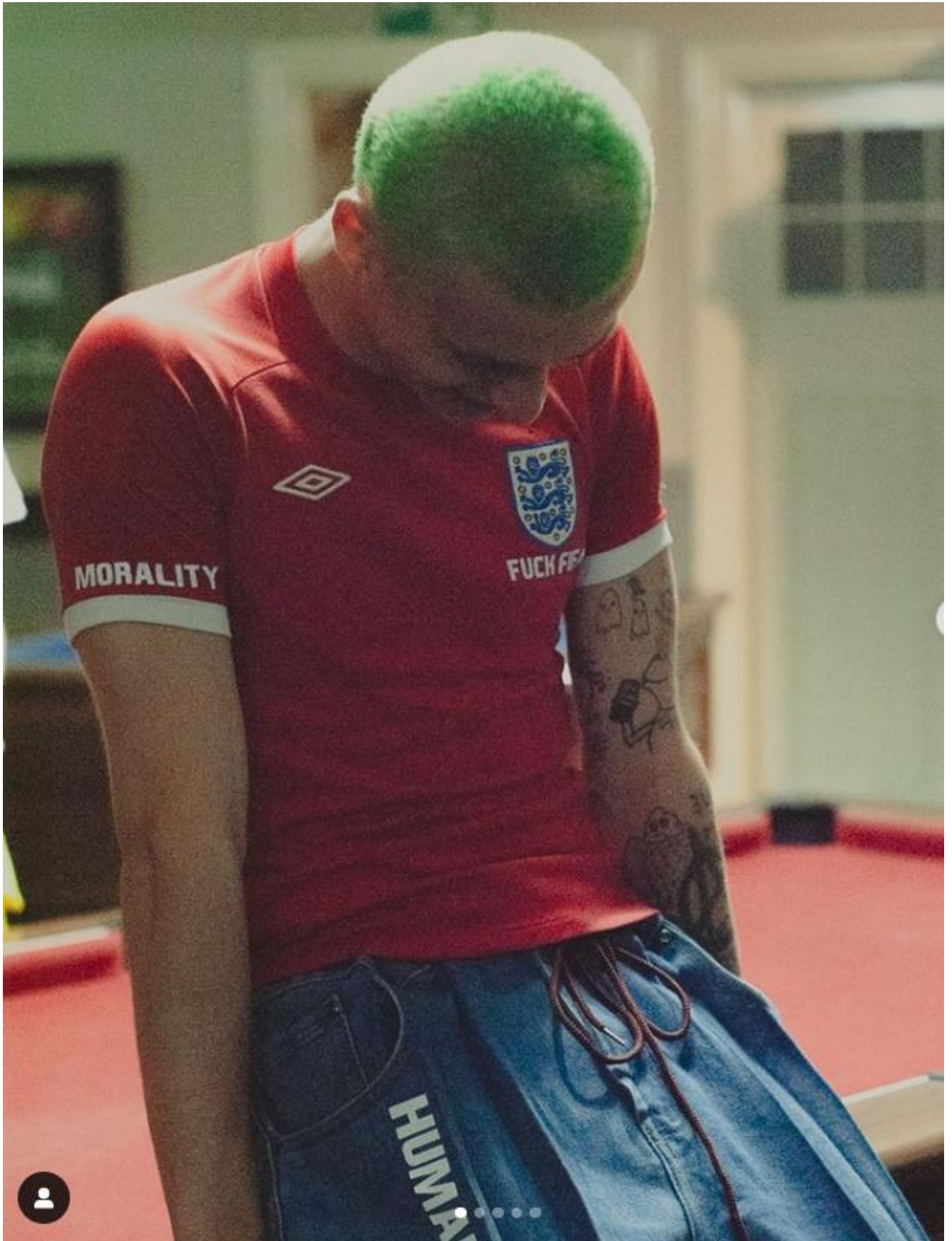
Slogans emblaze the garments reminiscent of corporate and commercial sponsor logos, but with messages of 'HUMAN RIGHTS' and 'FUCK FIFA' a challenge and juxtaposition of traditional high-cost sports advertising with the reliance on low-cost migrant labour used to build the infrastructure for the Qatar World Cup.

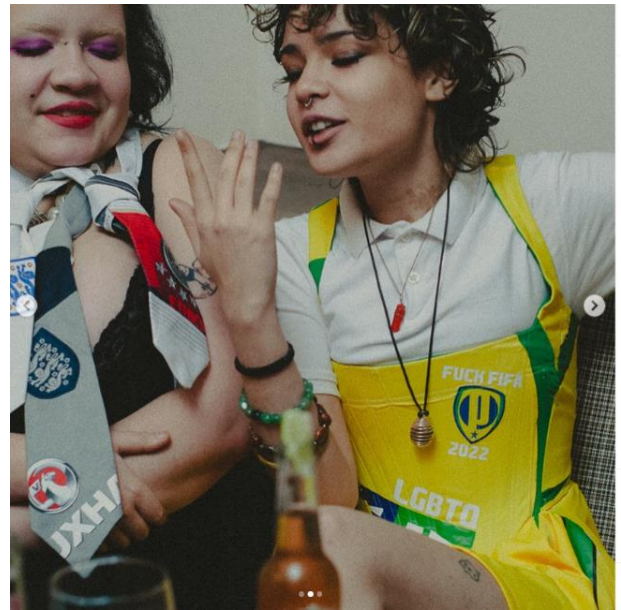
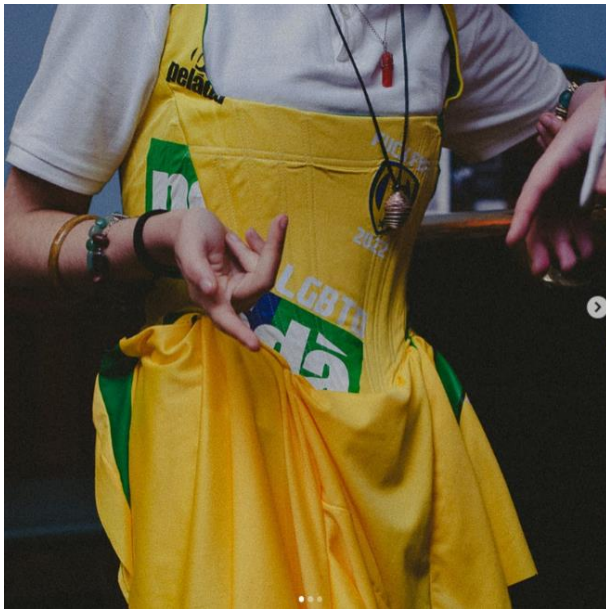
I hope that this collection in some way highlights these issues, while celebrating the true values of Football. I am proud to donate 50% of all sales being to Amnesty International a charity who fights the abuse of human rights worldwide.

Photographer: [@shanpurdyphotos](#)

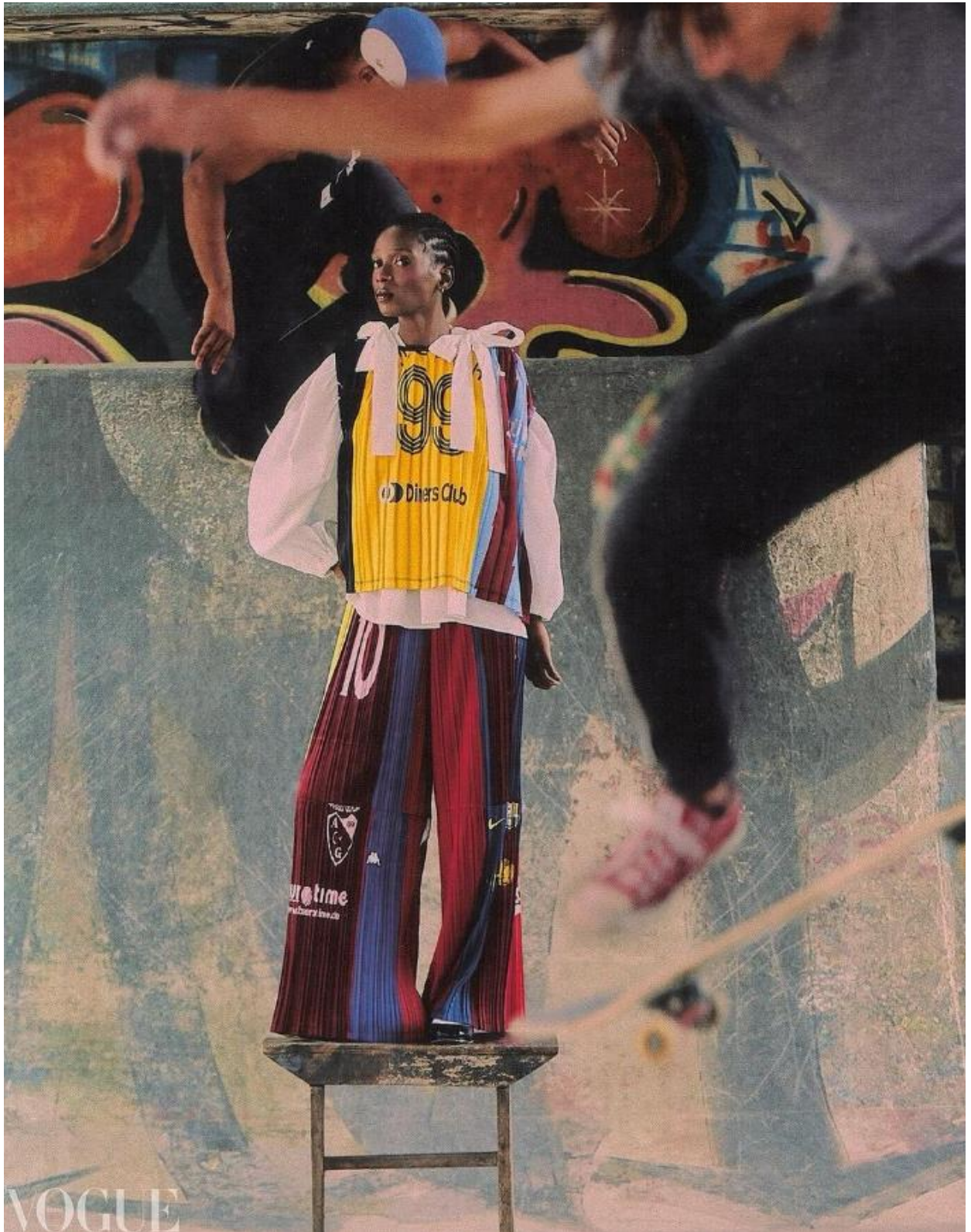
Models: [@greendippa](#) [@leiharnett](#) [@evie.gallagher01](#) [@lizalicewright](#) [@kirawild_](#)

Shoot director: [@gmchesh](#)

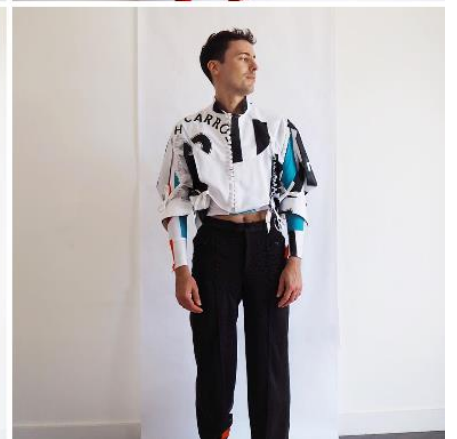






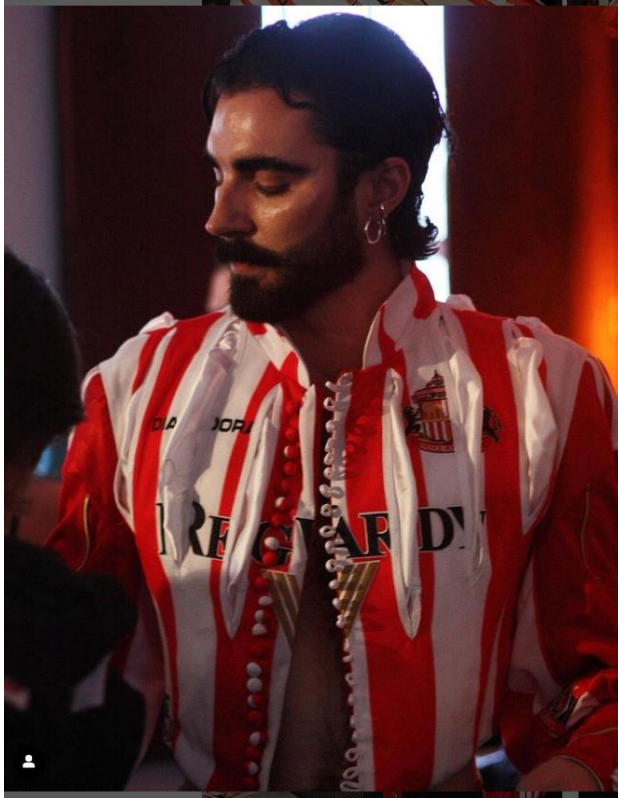










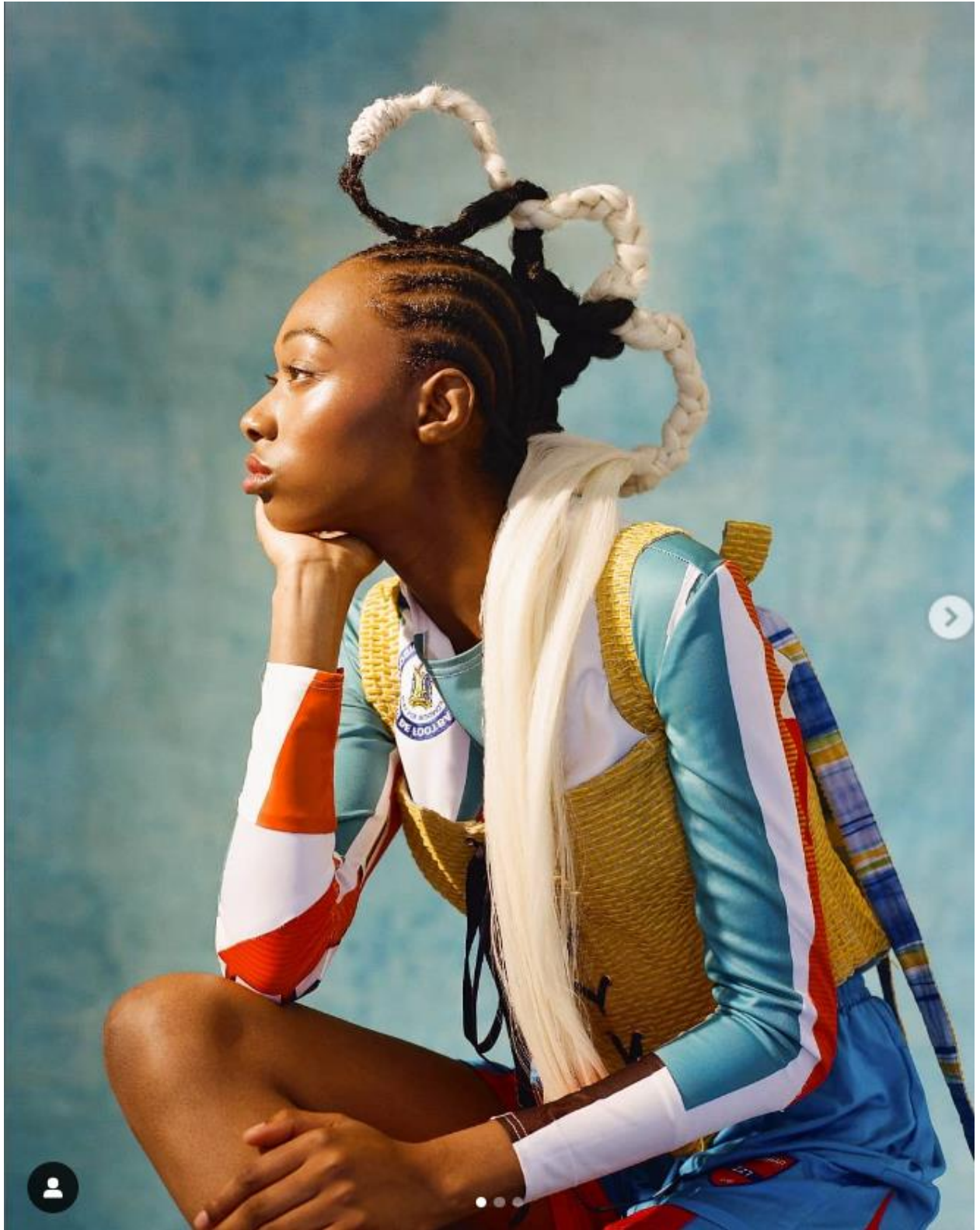


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<https://www.instagram.com/sophiebird>

<https://www.sophiebird.com/about>

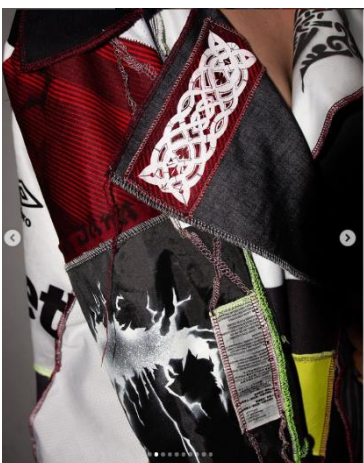
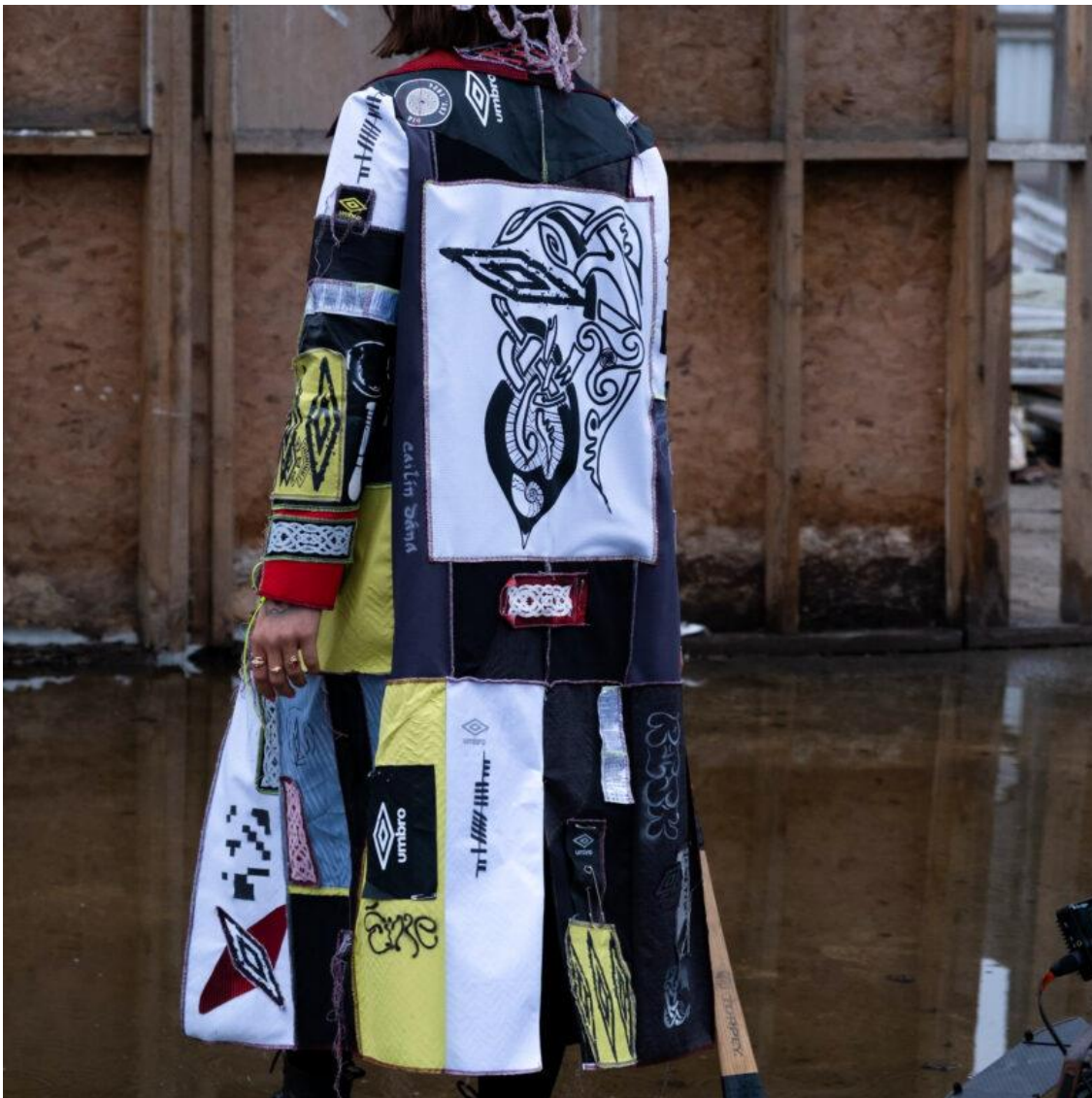






2023 : Umbro x Martha Mcloughlin – projet Make New

Dessins en sérigraphie



2023 : Umbro x Egor – projet Make New

Veste et pantalon réalisés au départ d'anciens crampons

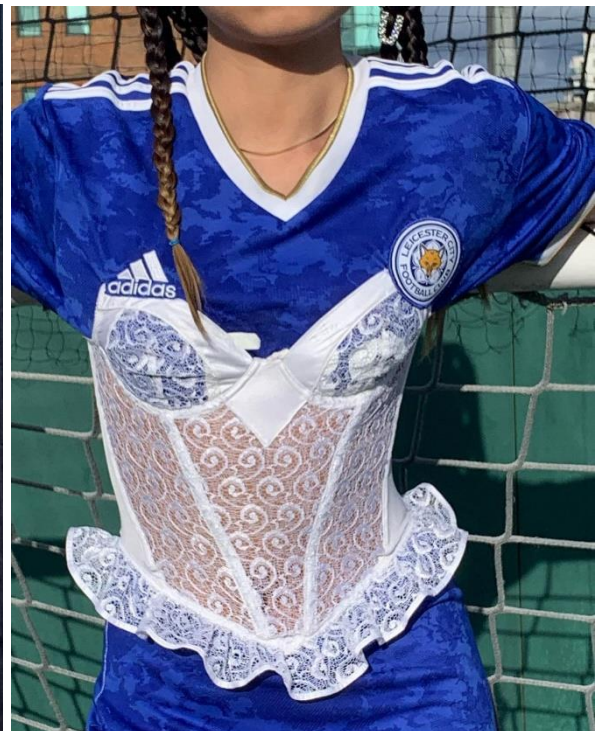




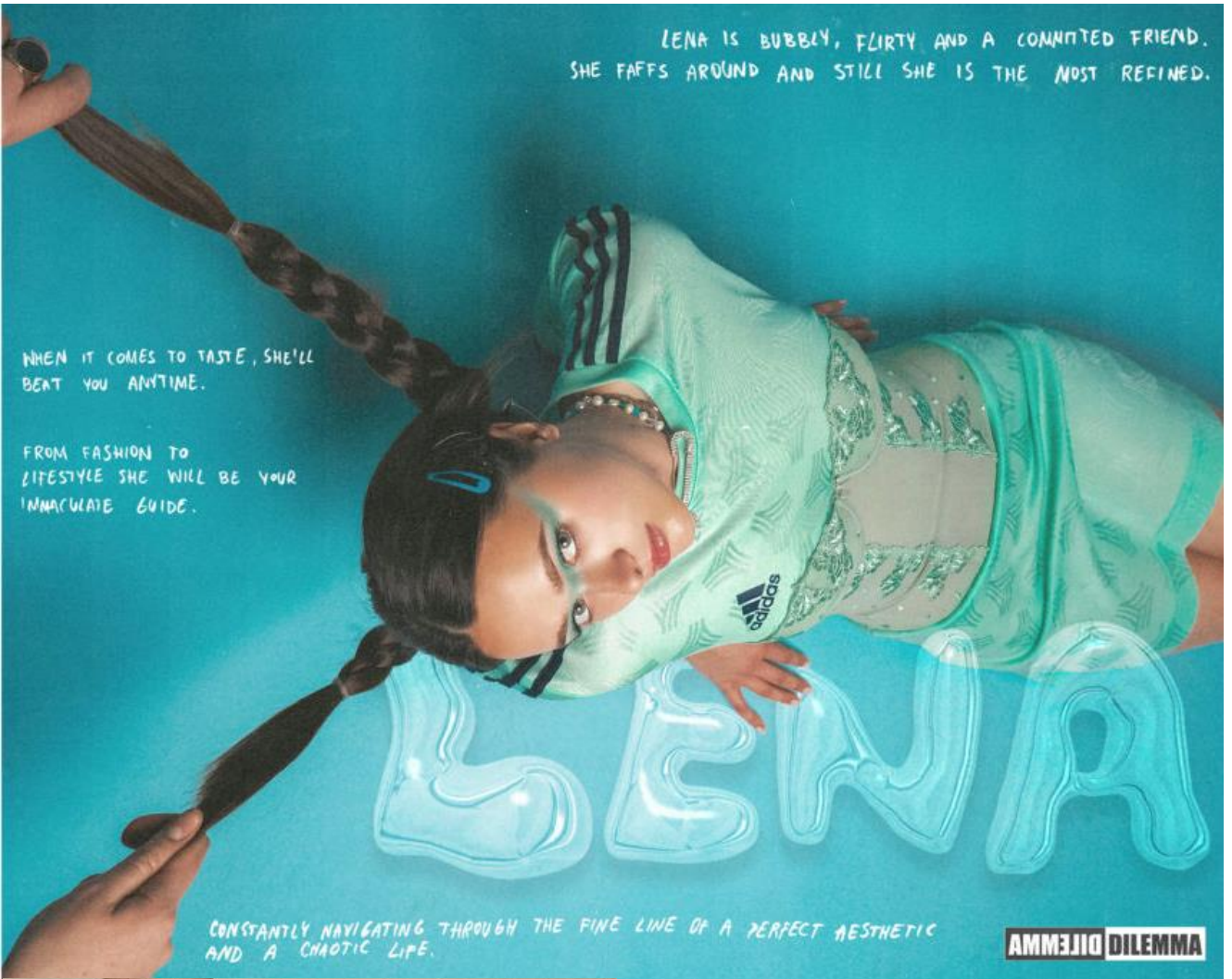


[Aurelia Carissa \(@aureliacarissasetiadi\)](#) • Photos et vidéos Instagram

Dilemma - Emma Barois



© Rebecca Rowe



@ Rebecca Rowe

Nike FC Presents : Kit Couture

13 designers australiens ont été invités par Nike pour réinterpréter chacun les maillots Home & Away d'une équipe nationale sponsorisée par Nike.

Direction Artistique, styling & casting par Jana Bartolo [@janabartolo](#)

Designers : Rube Pedder, Alvi Chung, Eugene Leung and Dan Tse, Eden May Tal, Roman Kerekes-Shaw, Nathaniel Youkhana, Blair Archibald, Alix Higgins, Briar Will, Cameron Amy Hill, Xizhu Wu, Samantha Diorio and Grace Lee.

Jana Bartolo (direction artistique) – kit Australia

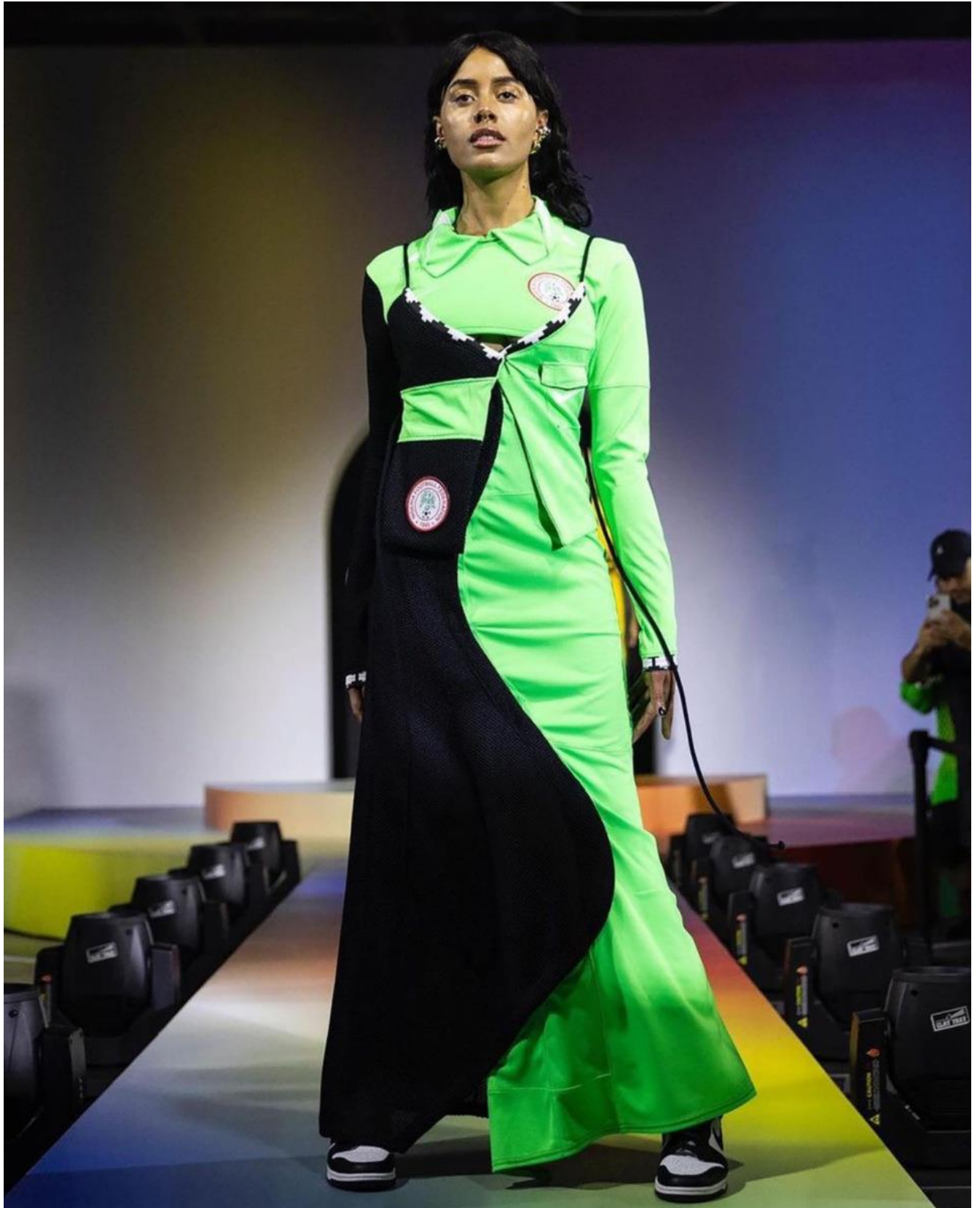
Integrating my love for design, I created a dress representing Australia ahead of the biggest year of football, consisting of layers of previous Matildas Home jerseys, a commemoration of all that has come until now leading up to the launch of the new Australian National Team Kit.



Speed – kit Nigeria @_speed__

<https://www.speedlimited.net/collection-1-1>

A celebration of jersey culture, re-imagining the future of the football kit. Speed had the chance to re-purpose the home and away jersey for Nigeria. The eagle from the crest influenced the structural apleness of re designing the jersey to represent strength, empowerment, adaptability and fierceness..





Grace Lillian Lee – kit Australia

<https://www.gracelillianlee.com>

@gracelillianlee





Eden May Tal –kit Portugal @eden.may_tal

I wanted to showcase the vibrant culture of Portugal through the use of couture drapery and patch-working to up-cycle the Portugal jersey resourcefully. I included dead-stock materials and discarded t-shirts as my form of inspiration from the wearer's use of layering underneath the jersey.





Alix Higgins – kit Norway

[@alixhiggins](#)





Ruby Pedder –kit France

[@rubepedder](#)





Xi Wu Studio – réinterprétation kit Chine

[@xiwustudio](#)





The Injury (Eugene Leung) – reinterpretation kit USA

[@theinjury](#)

Inspired by the USA federation motto 'We are stronger together, and together, we are One Nation One Team', and the theme of this year's FIFA 'Beyond Greatness', we would like to translate the meaning of 'Unity' as a motif into something bold through the construction on the designs.





Blair Archibald – Kit New Zealand

[@blairarchibald](#)

He used every piece of the Football Ferns shirts, including the care labels which he turned into handbags. He started by deconstructing each shirt – removing the front from the back, and detaching the sleeves – to ensure there was no wastage. He draped the home shirt, then added draw strings to give it shape to create a top and skirt.



For the white and teal away shirt, he was inspired by traditional maori weaving, but because of the stretchy fabric, he chose to use macramé techniques instead. He wanted to create something conceptual, but wearable.



Jody Just – kit Holland

[@jodyjust_](#)

The Home look is inspired by fans in stadiums layering up in Winter with jerseys worn over jackets and thermals under jeans. The Away look by players entering foreign territory on game day presenting their sharpest. Both looks are constructed from jerseys and up-cycled materials from our studio and local factory.



Youkhana – kit Brasil

[@_youkhana_](#)

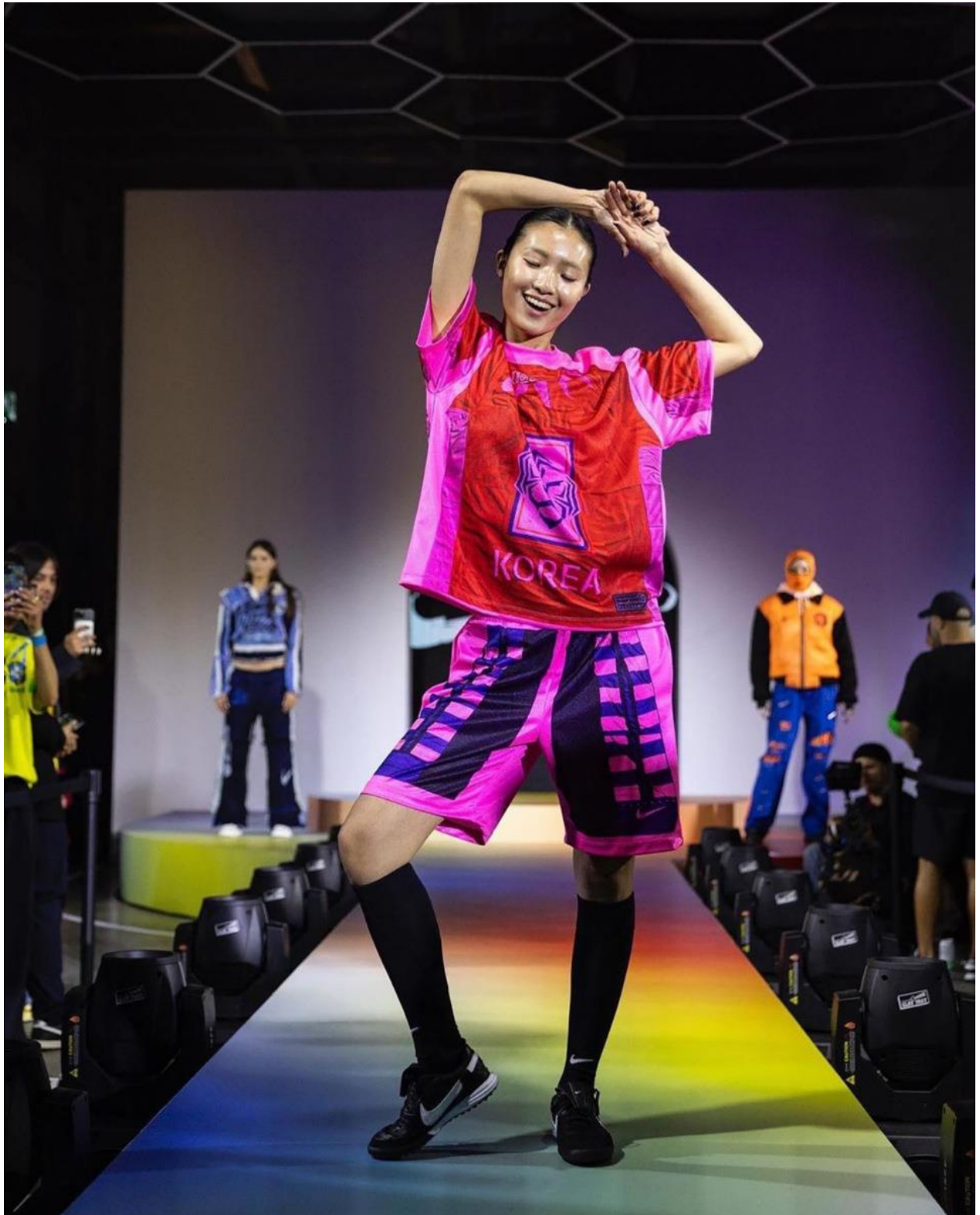
My home look was inspired by the festival Carnival, I wanted this designs to be fun, sexy and to celebrate how proud Brazilians are of their culture.

My away look was inspired by the all the beautiful rainforests and stunning beaches all over Brazil.





Briar Will – réinterprétation kit Corée du Sud
[Briar Will \(@briar_will\) • Photos et vidéos Instagram](#)





Ouse World – kit Canada

@ouse.world















<https://www.instagram.com/kaya1209#>

























4. Autres inspirations football

PSG x Manish Arora





Nigeria national team (World Cup 2018) x Matthew Wolff



Jamaica national team x Wales Bonner





2023 & 2021 : Wales Bonner & Adidas Originals



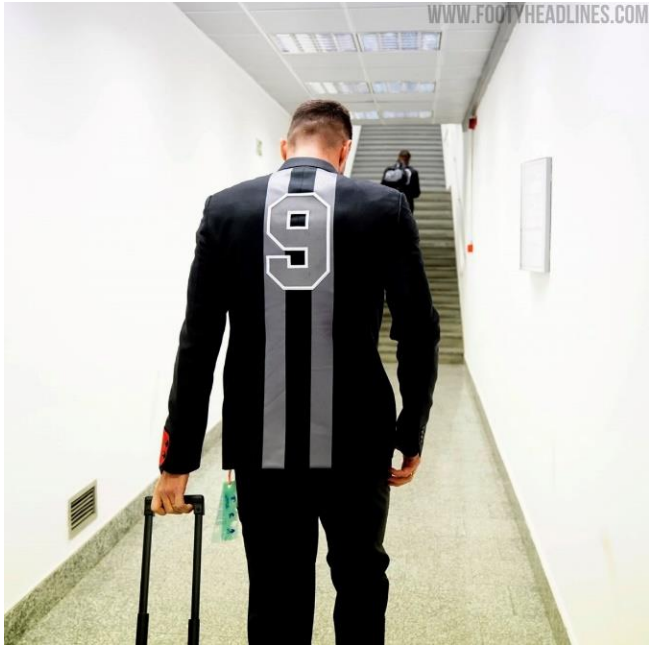


2020 : Astrid Andersen x Hummel Hive



AC Milan x Off-White





2014 : Naomi Ingleby - University For The Creative Arts, Epsom

Naomi's BA Graduate collection 'Come on My Son' reflects modern sportswear whilst presenting a fresh take on classic football style references. The collection is influenced by 1980s terrace fashion and the rise of the casuals. The commemoration of the 1958 Munich air disaster also influenced my work. I wanted to create a bold image encapsulating the spirit of a football team using vibrant blues, vivid primary colours and cool whites. I laser cut print designs using pop art interpretations of flowers to juxtapose the football colloquialisms such as kits and scarves. The British public's sporting fanaticism came to life through the collection's intense colours and prints.



© Getty Images
<https://www.notjustalabel.com/naomi-ingleby>





[Desfile David Delfin \(marie-claire.es\)](http://marie-claire.es)

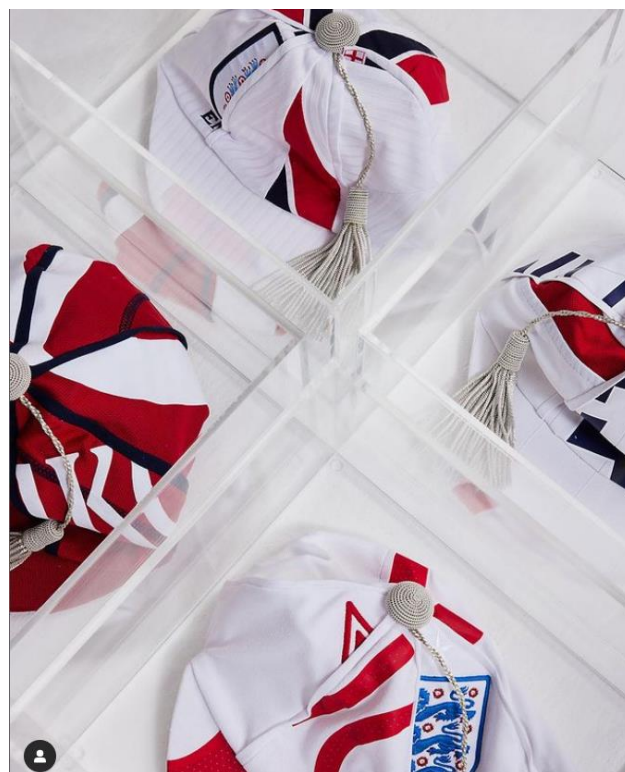


5. Accessoires

Sophie Hird

The Lost Lionesses | 1971 – casquettes au départ de maillots

Each cap is unique in its design. Instead of using the classic velvet fabrication found in commemorative caps, we wanted to highlight the impact this team had on women's football, thus making each cap from England jerseys worn by Lionesses that have come after this historic '71 team.



Sac au départ de chaussures de foot



Ceinture et sac à base de cartes de joueurs



Nike FC Presents : Kit Couture

Sac – Ouse World



Sabots à base de crampons – Jody Just



@ouse.world

Pangaea – sacs à base de ballons de football



<https://www.pangaeabag.com/en-gb/copia-di-pangaea-classica-in-pelle>

