

Milano Cortina 2026 Digital Press Kit

Grace. Strength. Unity.





UNIQLO TEAM SWEDEN

Anna Hasselborg Curling Anna Kjellbin Ice Hockey

Ebba Årsjö Alpine Skiing Ebba Andersson Cross-country Skiing

Oskar Eriksson Curling Viljo Petersson Dahl Wheelchair Curling

Walter Wallberg Moguls William Poromaa Cross-country Skiing

Zebastian Modin Cross-country Skiing / Biathlon

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A Long-standing Partnership

We're delighted to be partnering with the Swedish Olympic and Paralympic Committees to create their official team clothing for the seventh year in a row. It's been an honor to create LifeWear collections alongside Sweden's top athletes in anticipation of the Milan Cortina Games, following Tokyo, Beijing and Paris. LifeWear is a UNIQLO philosophy predicated on the creation of simple, practical and high-quality clothing for the everyday. LifeWear is designed to empower everyone — regardless of nationality, race, gender or age — to live better lives. We value the opportunity to collaborate closely with the Swedish team — from ideation and research to development and production — to create premium apparel based on three shared values: quality, innovation and sustainability. Grace, strength and unity are the words we think of when we think of Team Sweden. And it is our honor to protect, clothe and prepare our athletes for what is to come.



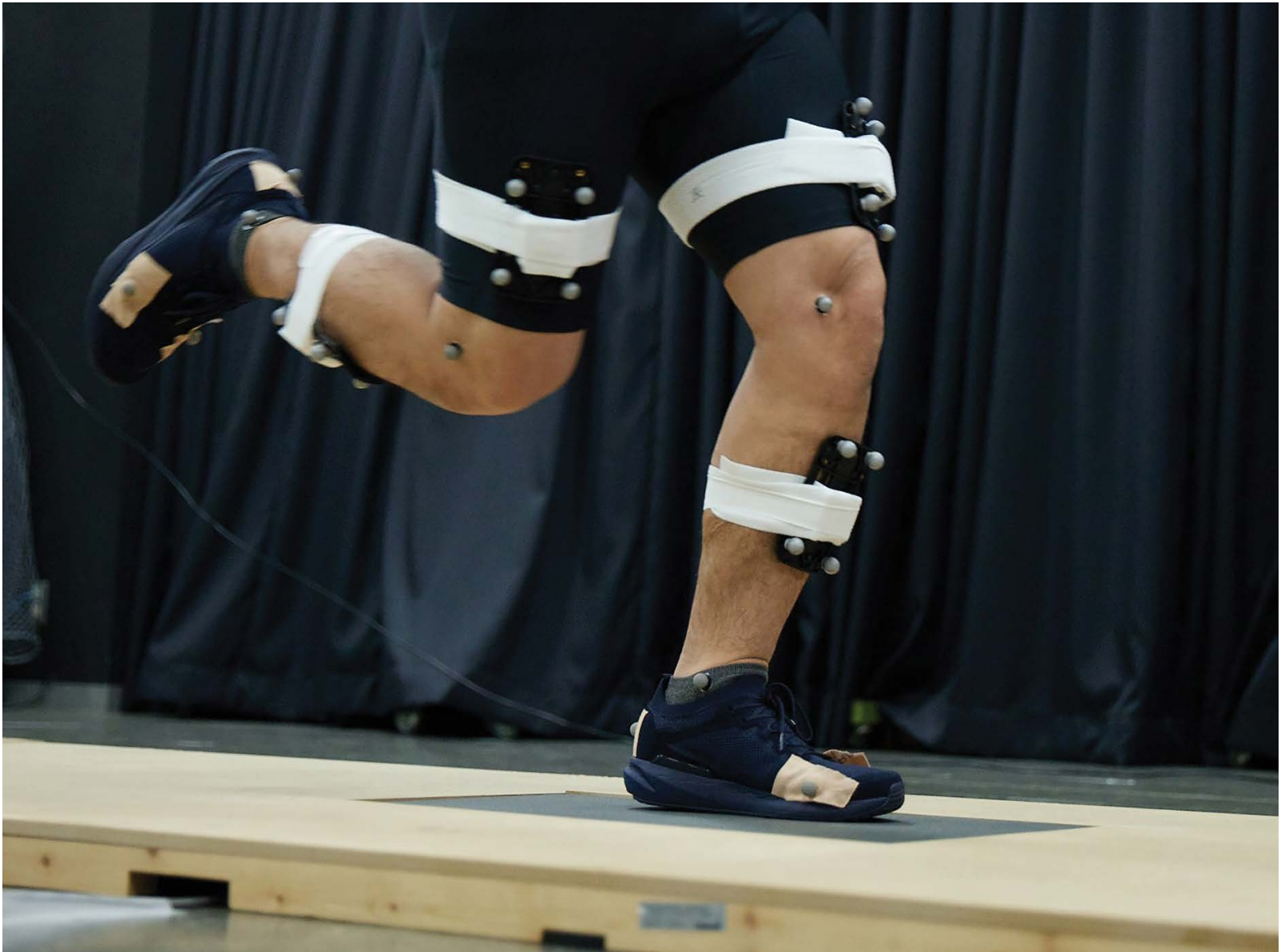
Partnership History

Seven years of partnership, and counting.

2019 January Announcement of partnership between UNIQLO and the Swedish Olympic and Paralympic Committees.
2020 July Unveiling of #UNIQLOTEAMSWEDEN for Tokyo, formed as UNIQLO’s first team brand ambassador.
2021 May Unveiling of the official and competition wear for Swedish Athletes competing in Tokyo 2020 Olympic & Paralympic Games. Launched UNIQLO+ new athletic LifeWear for active living, created with UNIQLO TEAM SWEDEN.
2021 July–August Tokyo 2020 Olympics.
2021 August–September Tokyo 2020 Paralympics.
2021 November Unveiling of official and competition wear for Swedish Athletes competing in Beijing Winter Olympic and Paralympic Games.
2021 December Winter Olympic and Paralympic collection drops in Swedish stores and online.

2021 December Winter Olympic and Paralympic collection drops in Swedish stores and online.
2022 February Beijing 2022 Winter Olympics.
2022 March Beijing 2022 Winter Paralympics.
2024 May Unveiling of the official and competition wear for Swedish Athletes competing in Paris 2024 Olympic and Paralympic Games.
2024 July–August Paris 2024 Olympics.
2024 August–September Paris 2024 Paralympics.
2025 September Unveiling of the official and competition wear for Swedish Athletes competing in the Milano Cortina 2026 Olympic and Paralympic Games.
2026 February Milano Cortina 2026 Winter Olympics.
2026 March Milano Cortina 2026 Winter Paralympics.

Development Process



New Innovations from the Lab

This collection was made to empower Swedish athletes to perform at their absolute best. To foster collaboration, we repeatedly held fittings and meetings with Swedish Olympic and Paralympic athletes as well as various sports associations to adjust every nuance — including the fit, feel and color of each garment.

Opening and Closing Ceremony

Sweden Olympic Athletes

Opening & Closing Ceremony

The opening and closing ceremony uniforms feature Sweden's national colors — a simple navy base with swathes of blue and yellow — to inspire pride and confidence to the athletes representing their country. For the jackets and pants, Toray's new Dermizax material is incorporated to ensure breathability, water-proofing and low condensation in the face of harsh winter conditions.



William Poromaa
Cross-country Skiing

Ebba Andersson
Cross-country Skiing



Sweden Paralympic Athletes

Ebba Årsjö
Alpine Skiing

Opening & Closing Ceremony

UNIQLO provides Paralympic athletes with clothing that's identical in design and quality to the clothing provided to Olympic athletes. However, for athletes who compete in wheelchair sports such as curling, certain specifications are made — winter jackets are made with extra volume and tailored to fit around the abdomen, and trousers are adjusted in length and fit around the waist. These are aesthetic and practical choices made to ensure dignity and confidence in our athletes.



Viljo Petersson Dahl
Wheelchair Curling

Medal Ceremony Outdoors



Medal Ceremony Outdoors

For the outdoor medal ceremony, we developed a three-layer coat with high-performance, water-resistant padding on the exterior, and recycled down for the interior. The hem has adjustable slit buttons for ease of movement, and the eco-fur is removable.



Walter Wallberg
Moguls

Ebba Årsjö
Alpine Skiing

Medal Ceremony Indoors



“The team is ready to win a medal. We are determined to win, but also to convey the excitement of the Olympics and the joy of sport to as many people as possible.”

Anna Hasselborg



Medal Ceremony Indoors

For the indoor medal ceremony, we've created a stylish combination jacket made out of a lightweight, warm, high-performance material called PUFFERTECH, which features a water-repellant finish and stretchy fleece on the sleeves and shoulders.

Press and Media

Press and Media

For media events and press interviews, we've created a stylish, knitted-fleece jacket that's easy to wear and incredibly warm. The fleece has an elevated look — featuring an interior that's lightweight yet insulated, made from a fluffy boa material.



Zebastian Modin
Cross-country Skiing / Biathlon

Travel Essentials



Ebba Årsjö
Alpine Skiing



William Poromaa
Cross-country Skiing



William Poromaa
Cross-country Skiing

“It’s my first Olympic Games, and I’m super confident!
I’ll shake off the pressure and show Sweden and
fans around the world my best performance ever.”

William Poromaa



Travel Essentials

A lightweight sweatshirt jacket and stylish tapered-silhouette trousers made from UNIQLO’s DRY-stretch fabric, which combines moisture-wicking and quick-drying functionality. We also created high-performance bags and other accessories for our team’s convenience.

Training Village



Training Village

Clothing for training and everyday wear relies on ultra-stretch materials to ensure comfort and ease of movement. Quick-drying and UV-protective materials are used here and are essential for any active lifestyle. Our sneakers are made from a stretchy knit fabric that's breathable and forms to the foot. The insole and outsole feature shock absorption and rebound, as well as high-strength stabilizers which enhance running and performance, while minimizing strain on the feet.



Anna Kjellbin
Ice Hockey

Moguls



Walter Wallberg
Moguls

“Developing clothing with UNIQLO is a valuable process, and I look forward to wearing the finished product every year. I’m confident that these clothes will enhance my performance.”

Walter Wallberg



Moguls

UNIQLO has created clothing for the Swedish Moguls Team every year since the 2022 Beijing Olympics and has made annual improvements based on detailed feedback from our athletes. Our focus has been to develop designs that do not hinder our athletes’ turns or aerial tricks. This year, we chose a vivid blue color that pays homage to Sweden and creates a dramatic contrast against the winter backdrop.

Curling



Anna Hasselborg
Curling

Viljo Petersson Dahl
Wheelchair Curling

Oskar Eriksson
Curling

“I believe that if we can demonstrate our team’s sense of unity, we can inspire all people, everywhere.”

Viljo Petersson Dahl



Curling

In addition to Moguls, UNIQLO has been creating clothing for the Swedish Curling Team every year since 2022. Made from highly elastic and technical materials, the curling garments are designed to support the hyper-specific foot movements that are inherent to curling.

Engineered for Everyday Excellence

SWE HEATTECH Knitted Beanie
available in Blue and Yellow

William Poromaa
Cross-country Skiing

Viljo Petersson Dahl
Wheelchair Curling

Ebba Årsjö
Alpine Skiing

In-Store Collection

Designed to improve performance and encourage activity in everyday wear, this collection fuses style with highly functional, high-quality clothing. Created in collaboration with Sweden's top athletes, the ultra-technicity and ingenious design details bring high-performance simplicity to everyday life.

UNIQLO believes in the contribution to sports and culture as a social responsibility. To bolster this goal, UNIQLO is collaborating with the Olympic and Paralympic Committees to create the UNIQLO DREAM PROJECT, an initiative that enables young people to discover the love of sports and learn from top athletes.

Our hope behind this collaboration is not only in providing clothing to Olympic athletes, but to honor our commitment to improve the lives of everyone, no matter who, no matter where. Through the development and evolution of LifeWear, we endeavor to contribute to the goal of creating a better society for all.



SOC and SPC Round Mini Shoulder Bag
available in stores and online



UNI
QLO

SWEDEN OLYMPIC PARALYMPIC COLLECTION

01



02

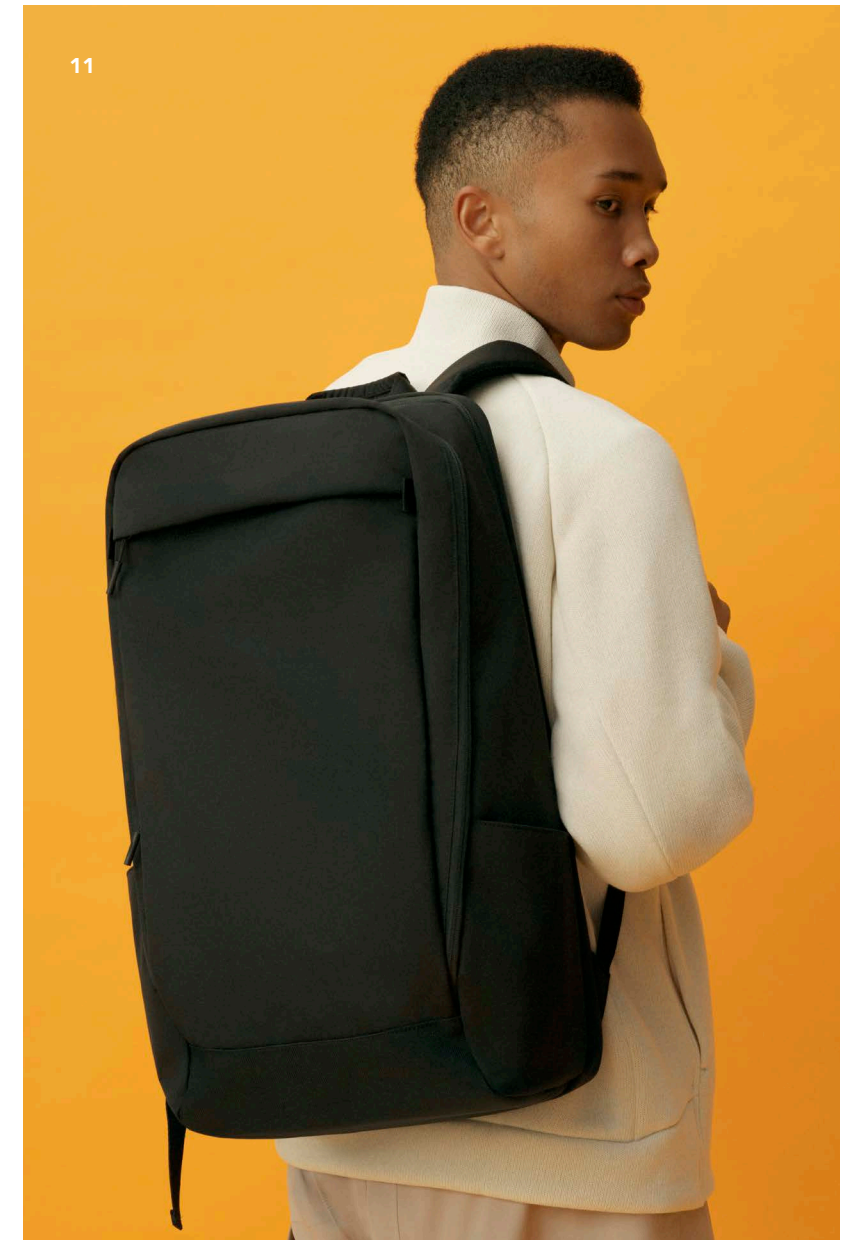
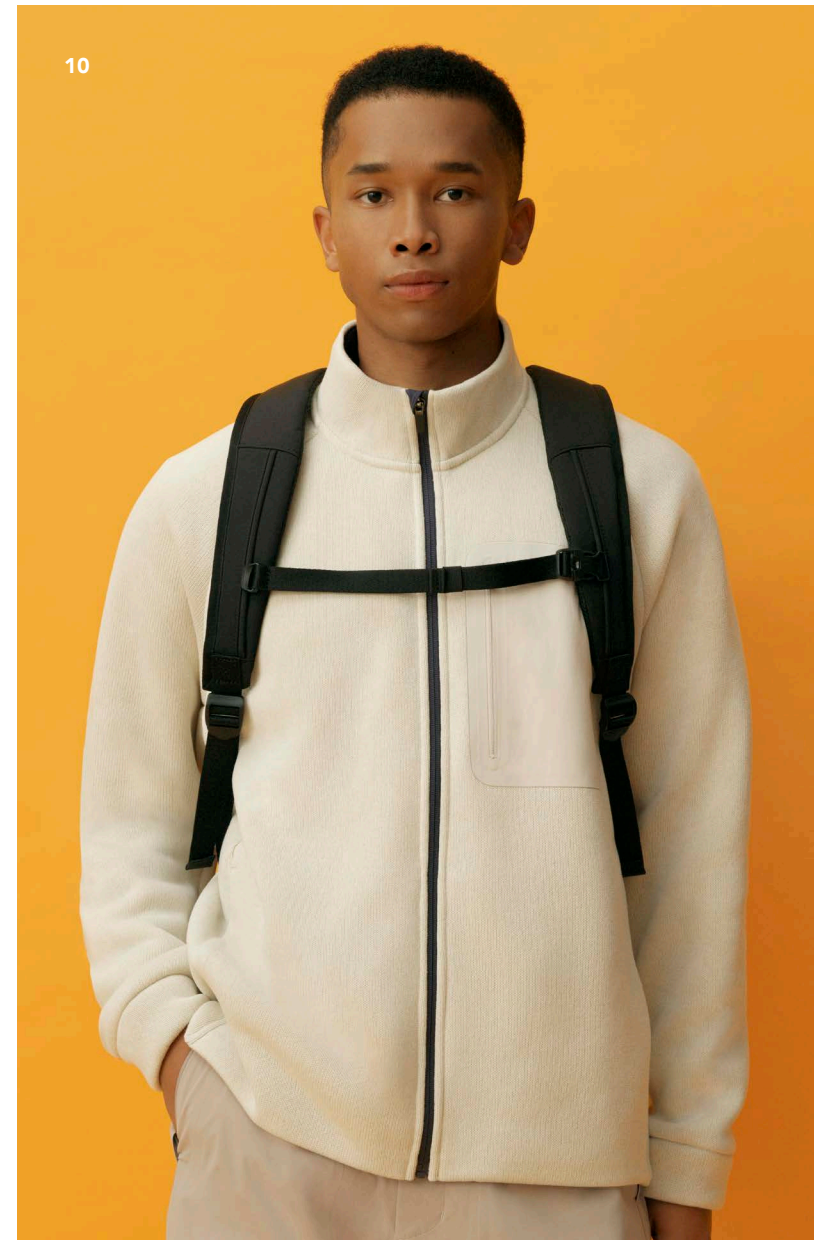


03

Transforming Innovative Materials

This collection makes full use of UNIQLO's signature high-performance materials such as the warm and functional PUFFERTECH and the new Toray innovation, Dermizax. Used for the first time in jackets and trousers, Dermizax is highly water-repellant and breathable, perfect for activity in cold weather.





01 Combination PUFFERTECH Jacket in Beige **02** Knitted Fleece Full-zip Jacket in Blue, Knitted Active Sneaker in Navy **03** Combination PUFFERTECH Jacket in Black **04** BLOCKTECH Parka in Black, Combination PUFFERTECH Jacket in Navy, Ultra Stretch Active Pants in Navy, Knitted Active Sneaker in Navy **05** Knitted Active Sneaker in Navy **06** Ultra Stretch Active Pants in Navy **07** Ultra Stretch Active Jacket, Ultra Stretch Active Pants in Navy and in Light Grey, Knitted Active Sneaker in Navy **08** BLOCKTECH Parka in Black **09** BLOCKTECH Parka in Black **10** Knitted Fleece Full-zip Jacket in White **11** Functional Backpack



SOC DRY-EX Crew Neck T-Shirt
available in Blue and Yellow



SOC Knitted Fleece Full-zip Jacket, SWE HEATTECH Knitted Beanie,
SOC Round Mini Shoulder Bag available in stores and online



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