

Paris 2024 Press Kit



The High-Performance Simplicity of LifeWear



Introduction	04
Delegation Wear	07
Competition Wear	18
Partnership History	23
Collection Development	25
In-Store Collection	27

Quality. Innovation. Sustainability.



Team Sweden Ambassadors from left to right:
Smilla Sand (Para Table Tennis), **Truls Möregårdh** (Table Tennis),
Stefan Olsson (Wheelchair Tennis), **Vanessa Kamga** (Discus Throw),
Lovisa Karlsson (Sailing), **Anton Dahlberg** (Sailing)

Precise technologies in the simplest of forms.

UNIQLO's LifeWear concept is ultimate everyday comfort. LifeWear is simple, high-quality, everyday clothing designed to make everyone's life better regardless of nationality, race, gender, or age. It is clothing made affordable for all, that allows wearers to express their individuality and catering to diverse lifestyles.

This commitment to comfort found full expression in this project creating official teamwear for Team Sweden, now in its fifth year. UNIQLO and the athletes of Team Sweden work closely together through product research and development to create premium athletic-wear that is based on three shared values: Quality, Innovation, and Sustainability.

The concept driving our ambition for the Paris 2024 Games is "The High-Performance Simplicity of LifeWear." Alongside Team Sweden, we have improved the materials, technicity and fitting of our previous garments, simplified the design, and developed a sophisticated new LifeWear collection, adaptable for anything that the Summer ahead has in store.

We created competition wear and other clothing to enable Swedish athletes to perform at their best while pursuing their sporting passions. Each item embodies a beautiful rationality, simplicity, quality, and attention to every detail, in keeping with the LifeWear ethos.

This year, we focused on optimizing materials and fit for the Paris Games, making improvements on design and technicity—all with the larger goal of creating the perfect high-performance wardrobe for athletes that easily transitions from the training gym, to the arena, to days and nights out in the city.



The High-Performance Simplicity of LifeWear is the driving ethos behind our collection of athletic-wear for the Paris 2024 Games.

A vision of navy for the Paris 2024 Games.



From left to right:
Smilla Sand (Para Table Tennis),
Truls Möregårdh (Table Tennis)

Opening & Closing Ceremonies



Presentation 3D Knit Jacket For the Opening and Closing Ceremonies, we created the Presentation 3D Knit Jacket—made using WHOLEGARMENT®* technology, which allows a single thread to be knitted three-dimensionally without seams. With room around the elbows, enhanced breathability in areas that tend to sweat, like the underarms, chest, and upper back, this jacket is a stylish—and functional—essential created exclusively for Team Sweden.

*WHOLEGARMENT is a registered trademark of SHIMA SEIKI MFG., LTD.

DRY-EX with superior softness.

For days and nights in the Olympic and Paralympic Village, we created a lightweight outerwear with superior softness and DRY-EX capabilities. Ultra-breathable mesh features UV protection. A beautiful stand-collar design and raglan sleeves for a fit that's loose yet cocoons the body.



From left to right:
Stefan Olsson (Wheelchair Tennis) and
Lovisa Karlsson (Sailing) wear the SPC & SOC
DRY-EX UV Protection Half-zip Long Sleeved T-shirt.

Media Event



Ultra Stretch Training Short Pants Form follows function in sleek navy shorts. Training gear that’s equipped with ultra-fast drying DRY-EX material, and Ultra Stretch for superior comfort in any situation. Performance that easily transitions from the gym to the streets.



From left to right:
Emil Andersson (Para Table Tennis),
Vanessa Kamga (Discus Throw)

The victory bag for any occasion.

For the Paris 2024 Games, we created a versatile, water-repellent shoulder bag with an adjustable strap. With a clean look that's soft to the touch, this nylon bag is adaptable and has a generous amount of storage space. With stylish side tucks and piping, it's perfect for any event—Olympic or otherwise.

Vanessa Kamga (Discus Throw)
wears the SOC Round Mini Shoulder Bag
and AlRism TEAM SWEDEN T-shirt.



Recycling That Inspires



AIRism TEAM SWEDEN T-shirt Kosuke Kawamura, one of the world’s leading collage artists and UNIQLO’s UT Creative Director, designed this T-shirt to represent the perfect expression of speed, utility and the Swedish spirit. Using an extremely fine knitted fabric and a specialty sweat-wicking yarn, the material has a smooth and thick feel that also keeps you cool. Made of fabric with 40% recycled polyester fiber.



From left to right:
Emil Andersson (Para Table Tennis), **Vanessa Kamga** (Discus Throw),
Lovisa Karlsson (Sailing), **Stefan Olsson** (Wheelchair Tennis)

“It’s been a great honor to not only be a part of UNIQLO TEAM SWEDEN, but also work together with them to create the clothes we wear during the Games.”

Emil Andersson



From left to right:
Emil Andersson (Para Table Tennis),
Lovisa Karlsson (Sailing)

Above:
Vanessa Kamga (Discus Throw)

Opposite from left to right:
Smilla Sand (Para Table Tennis),
Anton Dahlberg (Sailing),
Vanessa Kamga (Discus Throw)



Training



Training Wear Using an artificial weather laboratory set up at UNIQLO's Tokyo headquarters, we were able to replicate the temperatures and humidity in Paris and then input the collected data into our design technology. Because our athlete's comfort is our top priority.

The physics of fashion.

Sweat-absorbing and quick-drying with anti-bacterial and deodorant properties. The back of the DRY-EX T-Shirt is made of mesh processed by mapping knitting with a varying knitted fabric for a smooth feel against the skin. Highly breathable with mesh of different densities. Featuring French sleeves and hems that are bonded together without sewing for a clean and stylish look. SWE lettering is designed on the back.



Mixed Zone



Ultra Stretch Training Jacket Stretch and stay dry. To create the most optimized training jacket possible, we prioritized two things: a dry function and an easy stretch. Mesh materials under the arms and across the back as well as ventilation holes around the neck make the jacket breathable and cool. Using an ultra-stretch fabric, the jacket has an elastic that moves vertically and horizontally, and never bunches.



From left to right:
Anton Dahlberg (Sailing),
Lovisa Karlsson (Sailing)

“Working with UNIQLO, who values sustainability in both people and planet, in a collection towards the Paris 2024 Olympic Games has been an honor for me.”

Lovisa Karlsson



From left to right:
Lovisa Karlsson (Sailing),
Anton Dahlberg (Sailing)

Form follows function.

For the Paris 2024 Games, UNIQLO is outfitting all athletes on Team Sweden, composing of thirteen Olympic* and six Paralympic sports.**

*** Apparel for 13 Olympic Sports**

Archery, Badminton, Beach Volleyball, Breakdancing, Canoeing, Golf, Rowing, Sailing, Shooting, Skateboarding, Swimming, Table Tennis, Tennis

**** Apparel for 6 Paralympic Sports**

Badminton, Canoeing, Rowing, Swimming, Table Tennis, Tennis

“I love that the SPF clothes can help keep your energy up for a long time. And the fit of the tennis clothes have relatively short, flexed sleeves so there is nothing in the way. The design is key.”

Stefan Olsson



“I loved working with UNIQLO to develop the collection. They understand that the simplest details are the difference between good and great.”

Anton Dahlberg



“When I’m out on the water, my clothes need to give me the ability to move freely, push hard, and be flexible. They also have to regulate my temperature to keep me warm and cold when needed.”

Lovisa Karlsson

“Nice clothing gives me the confidence when I play. UNIQLO’s clothes also have a great fit and lightness, which makes it easier for me to move fast. When I feel good, I play better.”

Truls Möregårdh



The coming together of two global forces.



Five years of partnership behind us.
A future of glory ahead.

UNIQLO is celebrating the fifth year of its partnership agreement with the Swedish Olympic and Paralympic Committees in January 2019. At the Tokyo 2021 Summer Games and the Beijing 2022 Winter Games, the Swedish team wearing UNIQLO clothing captivated many with their brilliant performances. At the Beijing Winter Games, which are still fresh in our minds, the Swedish athletes won a record 25 medals, the highest number even for Sweden at a Winter Games to date. UNIQLO clothing brought out the best in their performance.

We are honored to support the Swedish athletes at the Summer Olympic and Paralympic Games in Paris, the third event in our partnership history, with the “Power of Clothing” of UNIQLO.

2019	January	Announcement of partnership between UNIQLO and the Swedish Olympic and Paralympic Committees.	2022	February	Beijing 2022 Winter Olympics
				March	Beijing 2022 Winter Paralympics
2020	July	Unveiling of #UNIQLOTEAMSWEDEN for Tokyo, formed as UNIQLO’s first team brand ambassador.	2024	May	Unveiling of the official and competition wear for Swedish Athletes competing in Paris 2024 Olympic and Paralympic Games.
2021	May	Unveiling of the official and competition wear for Swedish Athletes competing in Tokyo 2020 Olympic and Paralympic Games.		July–August	Paris 2024 Olympics
		Launched UNIQLO+ new athletic LifeWear for active living, created with UNIQLO TEAM SWEDEN.		August–September	Paris 2024 Paralympics
	July–August	Tokyo 2020 Olympics	2026	February	Milan Cortina 2026 Winter Olympics
	August–September	Tokyo 2020 Paralympics		March	Milan Cortina 2026 Winter Paralympics
	November	Unveiling of official and competition wear for Swedish Athletes competing in Beijing Winter Olympic and Paralympic Games.			
		Unveiling of #UNIQLOTEAMSWEDEN for Beijing.			
	December	Winter Olympic and Paralympic collection drops in Swedish stores and online.			

Developing, building, and optimizing together.

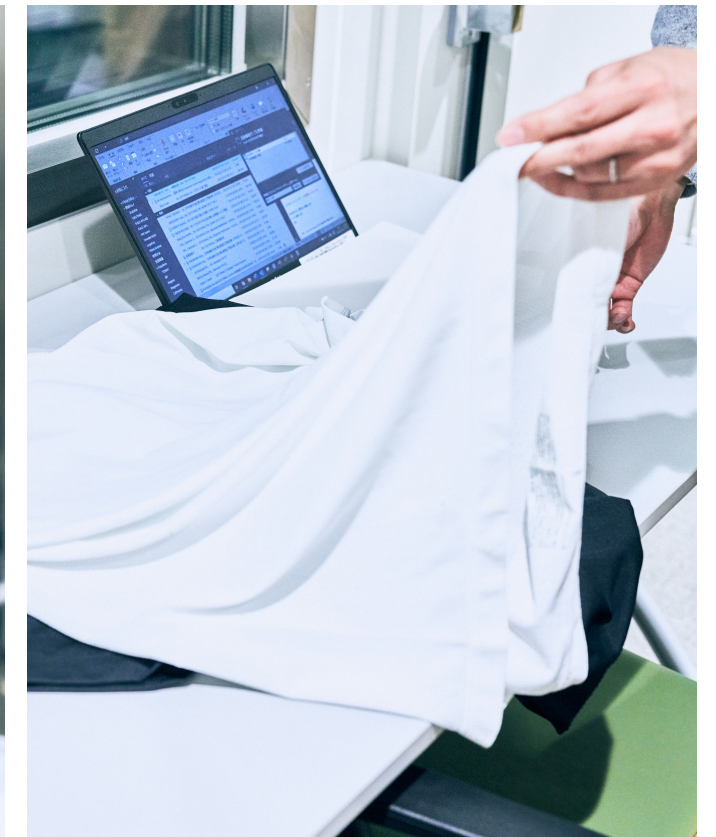
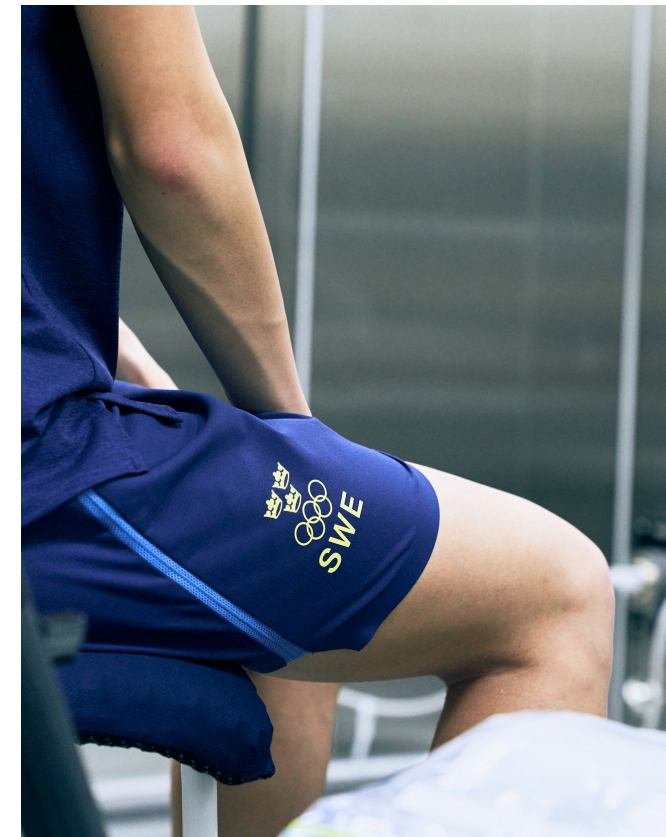
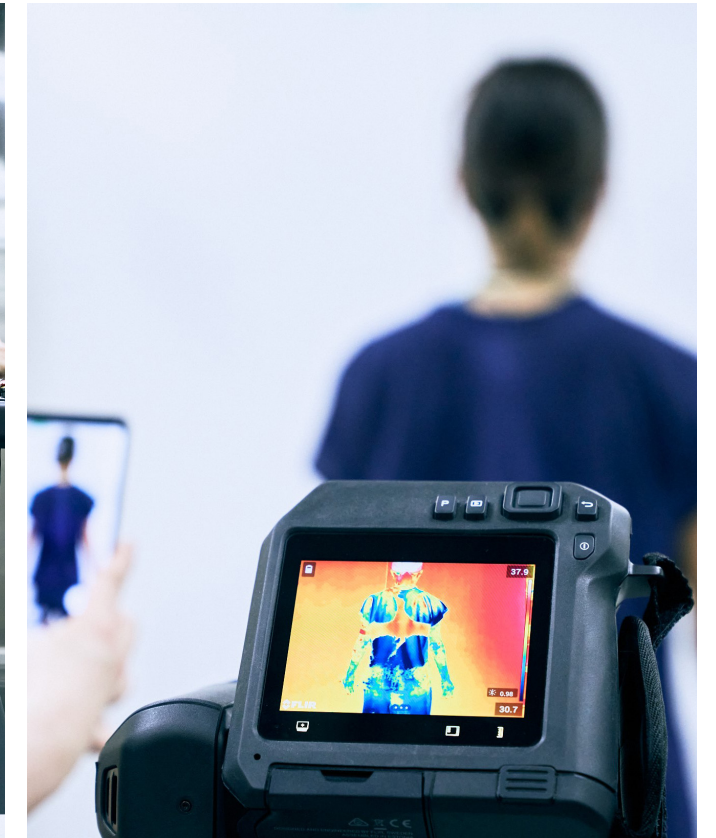
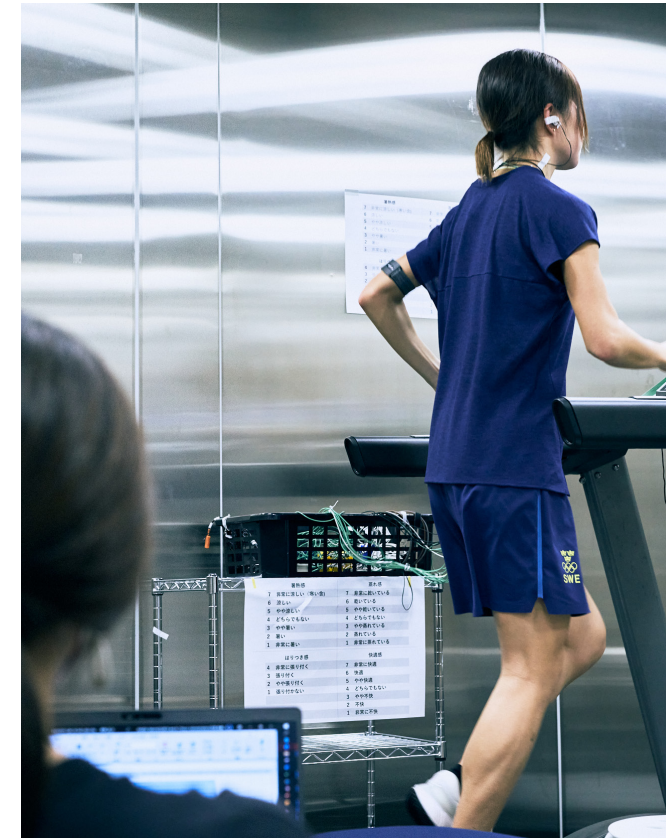


Simple enough to wear every day. Powerful enough for the Games.

LifeWear is designed to make life better for people everywhere, and must therefore be ingenious in detail, reflect life's needs, and be constantly evolving. That commitment led UNIQLO to begin collaborating in 2006 with Toray Industries, a global leader in textiles and fiber technologies and production, to deliver new value for customers by tapping into the immense potential of materials. Together, we have developed highly-functional materials for an array of merchandise.

For the last five years of our partnership with Team Sweden, we have worked closely together with athletes to listen to their needs and develop high-performance products that deliver the best of LifeWear for sport as well as everyday life. Together with the world's top athletes, we will continue to create a brighter and more energetic future, and work toward changing the world for the better.

The 2024 collection features UNIQLO's leading high-performance materials—such as DRY-EX, which dries ultra-fast, Ultra Stretch, which stretches freely both vertically and horizontally, AIRism, which dries sweat quickly, and UV Protection, which blocks UV rays just by wearing it—we're setting our athletes up for success, keeping them protected and comfortable at all times. We've also begun to use recycled materials in the creation of our garments, because we're dedicated to smart fabrication for future generations.



Testing and developing products in our innovation center. Collection items are created in tandem with the athletes who wear them.

In-Store Collection

Made for all, made for Team Sweden.





DRY-EX UV Protection Half-zip
Long Sleeved T-shirt.

In-Store Collection

SWEDEN OLYMPIC PARALYMPIC COLLECTION

Superior technicity for every day. The UNIQLO Sweden Olympic Paralympic Collection combines superior sport functionality with sleek style designed to transition easily from the arena or gym to city streets. Authentically designed together with Sweden's top athletes, the ultra-technicity and ingenious design details bring high-performance and simplicity to your everyday life.

"It's so important that the athletes collaborate with brands to create clothing. It's the best of both worlds—their design knowledge plus our input with athletic movements makes for a great sports collection," says Vanessa Kamga, Swedish Olympic Discus Thrower. The collection is available in stores June 3rd.



Clockwise from top left: DRY-EX Crew Neck T-shirt, DRY-EX UV Protection Half-zip Long Sleeved T-shirt, Airism Biker Shorts, Ultra Stretch DRY Jacket. Opposite: Light Knitted Full-zip Jacket.





Clockwise from top left: Ultra Stretch DRY Jacket, Light Knitted Full-zip Jacket, Ultra Stretch DRY Pants, Ultra Stretch DRY Shorts. Opposite: Wireless Bra (Active Racerback).

Quality. Innovation. Sustainability. These three words embody the values of both UNIQLO and Sweden, and speak to the success of our partnership.

Sweden is renowned as one of the most innovative countries on the planet for its excellent technology, design, and modern lifestyles. For the Japanese, Sweden is synonymous with affluent living. In the process of creating clothing, UNIQLO became fascinated with the people of Sweden and their wonderful culture, particularly the beautiful and simple interior design.

The modern lifestyles that Sweden practices as a leader in sustainability match UNIQLO's LifeWear philosophy. Sweden has nurtured unique concepts in food, clothing and housing. For example, Sweden's warm wooden furniture reflects a strong preference for spending time comfortably at home.

In this respect, too, they embody the LifeWear commitment to making life better for all. UNIQLO is confident that this project will enable it to raise the bar for LifeWear by embedding Swedish culture and lifestyles into its items. UNIQLO is grateful for this partnership, and wishes Swedish athletes the very best in their endeavors.

Paris 2024 Press Kit

