



FASHION AND SPORT

**FROM ONE PODIUM
TO ANOTHER**

5 December 2024
— 27 April 2025

Press kit



Quai d'Ouchy 1,
CH - 1006 Lausanne
olympics.com/musee



Information
and Tickets

 **MUSÉE
DES ARTS DÉCORATIFS**

Original exhibition developed by the
Musée des Arts Décoratifs, Paris; jointly adapted
by the *Musée des Arts Décoratifs*, Paris,
and the Olympic Museum

INTRODUCTION

Welcome to the Olympic Museum and the “Fashion and Sport: From One Podium to Another” exhibition.

At first glance, sports and fashion seem to occupy two entirely different worlds: in one corner elegance, in the other, performance.

Numerous historians situate the birth of sports, in the modern sense, at the beginning of the 19th century, when sports disciplines began to be codified. At the time, certain sports were reserved for the elite, who took advantage of their time together to show off their sophistication and wealth, but not necessarily to win. This state of mind explains the choice of clothing: refined, but not necessarily appropriate for exercising.

It was only when the notions of competition and performance entered the arena in the late 19th century that clothing began to be specially designed for playing sports. However, it wasn't until the 1920s that the sportswear market underwent a true expansion.

Between the wars, a new relationship was born between fashion and the world of sports. The great couture houses dressed both Parisian ladies of leisure and the female

sports champions of the day. The public appreciated the sporty look and fashion rapidly followed, becoming more casual after the First World War. Designs and fabrics first worn by athletes became part of everyday wardrobes, to such a point that we often forget their origin.

These changes in clothing contributed to societal changes. These new clothing adaptations contributed to an evolution of morals. Limits of modesty began to soften as sports contributed to the emancipation of women. This permanent quest for comfort is a recurrent theme in the history of fashion.

Sportswear, ever innovative, remains a leader in the field. Polos, trainers, tracksuits, baseball caps, puffer jackets and leggings are now part of everyone's wardrobe.

From the gym to the street, from the podium to the catwalk, fashion and sports have a rich common history that sheds light on the way we dress today.



Flag-bearer uniform worn
by Yekaterina Aydova, Kazakhstan, 2022

A WORD FROM THE DIRECTOR

Angelita Teo
Olympic Museum

Welcome to “Fashion and Sport: From One Podium to Another”. We are proud to host this magnificent exhibition, the result of a cultural partnership between the Musée des Arts Décoratifs and the Olympic Museum. This is a milestone for us, as for the very first time we supported a major museum for this special exhibition in Paris, and we are now unveiling our collaboration here in Lausanne.

Fashion and sport are, at first glance, two worlds that have nothing in common. One side is dominated by rhinestones and high heels, and the other by tracksuits and sneakers. However, over the last century, they have influenced each other, subtly at first, and then openly.

Stadiums almost became “the place to be”, with athletes sporting catwalk-worthy outfits for Fashion Week, while technical fabrics parade through the streets, worn by fashionistas and sports enthusiasts alike. The border between sports and fashion has never been so open, and the exchanges have never been so prolific.

Fashion, design, art and sports come together to open each other up to their cultures, roots and identities. The Olympic Games Paris 2024 have been the most recent proof of this.

The Olympic Games are much more than just a sports competition: they celebrate solidarity, creativity, culture and art. Everyone still remembers the athletes’ parade on the Seine: so exciting and stylish!

We hope this exhibition will let you discover the glamorous side of sport and see the Olympic Games and the Olympic Museum’s collections under a new light.



A WORD FROM THE CURATOR

Sophie Lemahieu
Musée des Arts Décoratifs, Paris

After its success in Paris, “Fashion and Sport: From One Podium to Another” has gone “into overtime” at the Olympic Museum. This is where you can see everything in a different light. At the Musée des Arts Décoratifs in Paris, the exhibition was part of the museum’s Fashion and Textiles programme.

The Olympic Museum, on the other hand, showcases sporting excellence, which blends with fashion during the exhibition. The staging has been redesigned to suit the venue. The Parisian athletics track has been replaced by a large catwalk, where the whole contemporary section of the exhibition is displayed.

Thanks to valuable exchanges between staff at the two institutions, visitors will be able to discover the ongoing links between fashion and sport, from the 19th century to present day challenges, through a wide range of garments, as well as works of art, photographs, posters and sculptures that contextualise these very special links.



FASHION AND SPORT IN NUMBERS

26

sports
represented

113

mannequins

15

luxury
brands

800

m² of exhibition space

289

artefacts

12

cultural institutions
(including 3 fine arts museums)

pieces
of athlete
equipment

20

1880

The oldest artefact



Le Paon de Soie – Golf outfit with bag, ball and club, 1890

© 2018 / Elise Barat



2024

The most recent artefact

Costume of the Mongolian delegation, Opening Ceremony, Olympic Games Paris 2024

© IOC / Grégoire Peter

THE WORLD OF SPORTS AND FASHION

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1 SPORTS BEFORE SPORTS

The games of Ancient Greece have left us with the picture of the ideal athletic male body. Lean and muscled, the athlete is represented as tanned, oiled, and most importantly naked, liberated from all clothing constraints.



Fragments of a marble statue of Diadoumenos (young man tying a net around his head), copy of a work attributed to Polykleitos, early Imperial period, Flavian, circa 69-96 CE. © The Metropolitan Museum of Art

2 SADDLE UP! EN GARDE!

Horse riding, hunting, archery, and fencing were utilitarian activities that, over time, became physical hobbies and eventually competitive sports.

In the 18th and 19th centuries, dressing for these activities presented a paradox. People still wore elegant clothes to play sport, but they had to be more comfortable and stain-resistant than before. For this reason, wool and cotton replaced silk.

When horse riding, women mounted side-saddle with both legs on the same side of the horse's flank, as sitting astride was considered immodest. This practice gave rise to the first bloomers, which were worn under skirts to preserve modesty in case of a fall. Though not visible to the outside eye, they were the first step toward trousers for women.

In 19th century England, hunting costumes became more practical thanks to the use of water-resistant tweed and new cuts, which allowed for greater movement. This evolution was nonetheless slow. Female archers wore dresses similar to day dresses, and fencers only saw an appropriate uniform develop in the late 19th century.



English female archer, George Elgar HICKS (after), 1867



Advertising fan for Volt de Piver perfume, 1924

© CIO / Grégoire Peter



Riding habit

© 2023 / Les Arts Décoratifs / Christophe Dellière

3 BEFORE “SPORT” RHYMED WITH “COMFORT”

In the 19th century, the word “sport” entered common vocabulary. The codification of physical activity gave birth to “sports” in the modern sense: a defined playing field, precise and agreed upon rules, and often associated with competitions.

This was a logical evolution of the Enlightenment. With the rise of naturalism and hygienics, doctors encouraged their patients to exercise for their health. The first gymnastics and calisthenics manuals were published in the late 18th century.

England played a central role in the development of sports, which were an important part of a good education at the prestigious universities. The jerseys, which were worn to foster team spirit, were also a first step toward freer movement on the field.

Great Britain also developed the games of golf and tennis. Appreciated by the upper classes at the turn of the 20th century, people played at garden parties where social distinction was most important. Another 19th century invention, the bicycle, became widespread in the early 20th century and led to the adoption of new clothing for women.



Gymnastics outfit (tunic, breeches, belt),
France, circa 1910 © 2023 / Les Arts Décoratifs / Christophe Dellière

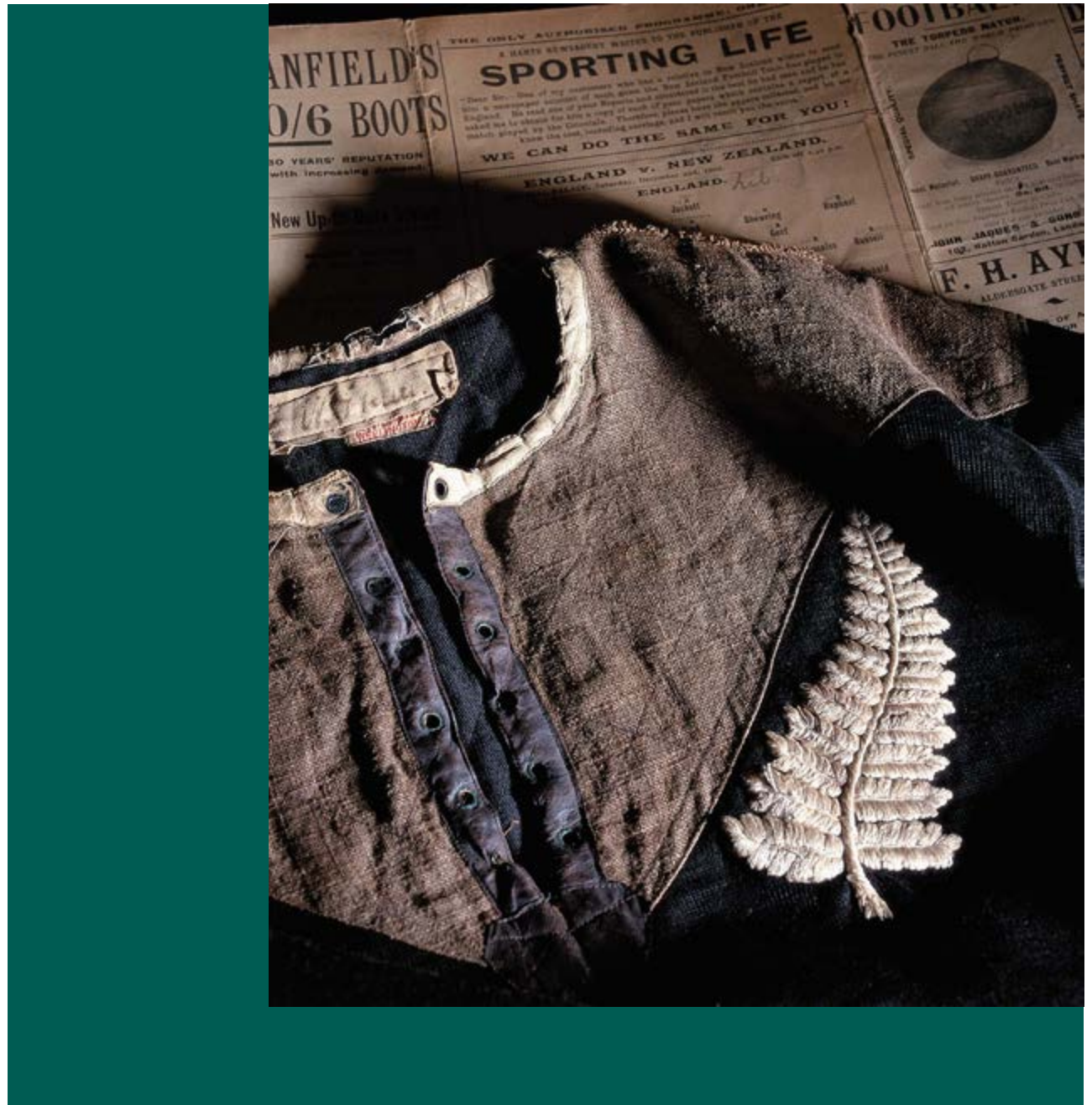
4 EARLY SPORTSWEAR

While the first modern Olympic Games were played by amateurs, athletes' professionalisation mattered over time and spurred the need for more performative equipment.

It was in the 1920s that designers began to produce dedicated sportswear. Warm-up clothes, worn over competition uniforms to keep the body warm before and after training sessions, became essential.

Launched in 1933, the “Lacoste shirt” – the name given to today’s “polo” – remains the most famous example. According to legend, tennis player René Lacoste cut off the sleeves of his shirt, which were too constraining to play in. With his associate hosier André Gillier, they developed the cotton piqué, a lightweight knit that both absorbs sweat and allows air to circulate.

Couture houses integrated new designs for sportspeople. In 1919, Jean Patou imagined a pleated dress for tennis champion Suzanne Lenglen that was especially short for the time.



All Blacks rugby jersey once owned by William Glenn,
New Zealand, 1905 © 2006 / World Rugby Museum



Olympic Games Antwerp 1920, Women's Tennis, Suzanne Lenglen (FRA), Olympic champion in singles and mixed doubles © 1920 / IOC



Spanish tennis player Lili Álvarez shows off her Schiaparelli divided skirt at the North London Championships in Highbury, 1931

© 1931 / Fox Photos / Hulton Archive / Getty Images

5 DIVE IN! FROM BATHING TO SWIMMING

18th century hygienic theories and the development of trains in the 19th century encouraged the leisure classes to travel to the seaside. They took advantage of the sea air, wearing simple but modest clothing.

On doctors' advice, bathing became an acceptable activity. In the 1890s, women's bathing costumes covered the body and were even worn with a corset – no question of swimming, only wading. Men, on the other hand, wore one-piece bathing costumes or shorts.

Thanks to the first female swimmers, women could finally wear bathing suits. Australian champion Annette Kellerman donned the one-piece suit from 1905 onwards. In 1926, Gertrude Ederle swam the English Channel wearing a two-piece suit at a time when such swimwear did not yet exist on the market.

Thanks to the physical practice of swimming, bodies became more and more exposed on the beach and at swimming pools. This gave rise to new acceptable fashion items: the “beach pyjama” in the 1930s, and, in 1946, the bikini.

Today, swimming remains a sport of innovation, with new suits to help champions beat previous records – to the extent that some swimsuits are considered “technology doping.”



Beach set, 1880-1885

6 THE BEGINNINGS OF SPORTSWEAR

In the 1920s and 30s, marked by the cult of youth, sports were all the rage. Fashion magazines were filled with articles on various sporting activities and their appropriate clothing.

Such passion did not escape fashion designers at the time. They created a more comfortable, and casual style, though still chic. Thus, sportswear was born, featuring characteristics of sports clothes: a lightweight knit, appreciated by Gabrielle Chanel; practical cuts that permitted greater movement; and a general lightness to the everyday wear.

Major couture houses opened sports departments, such as Jeanne Lanvin in 1923 and Jean Patou in 1925. The sporty look, with its air of nonchalance, appealed to the younger generation.

The Roaring Twenties were also characterised by a “need for speed”, thanks to the popularisation of automobiles and the early days of aviation. These activities, considered to be sports, also required specialised equipment that was practical and elegant at the same time.



Porte Dorée, women's field hockey, Racing team, 1925

7 SKATING FROM THE ICE TO THE SIDEWALK

Ice skating has long been appreciated in the city, but the mountains drew more and more adventurous amateurs from the 19th century onwards.

The clothing worn for climbing expeditions was only slightly different from country or hunting wear. The exception was Henriette d'Angeville, who climbed Mont Blanc in 1838 wearing trousers designed for the occasion.

Thanks to new train lines, the Alps became accessible to the public. At the turn of the 20th century, it became fashionable to travel to Saint-Moritz, Switzerland, and Megève, France. Following the first World War, skiing became a favourite pastime of the upper classes.

The ancestor of today's puffer coat first appeared around the same time. For a chic look on the slopes, Hermès suggested matching one's sweater with accessories.

It wasn't only winter sports that captured the fascination of the western world. Originally from Hawaii, surfing first took off in California, and then in Biarritz, in the second half of the 20th century. More than a sport, surfing was a culture with a particular music and dress code.

In the same vein, skateboarding, which reached France in the 1970s, is a counterculture with unique features.



Look No 6 - Sweater and pants set, JW Anderson Men's collection, spring-summer © 2022 / JW Anderson

8 SPORTSWEAR IS THE NEW BLACK

In the second half of the 20th century, sports were everywhere. Following numerous social revolutions, an increasingly liberated body went hand in hand with more relaxed clothing.

Circa 1980, sportswear underwent a revival, as sports were considered part of a healthy lifestyle – an idea already well established in consumerist society. *Vogue* magazine had its finger on the pulse when it began publishing *Vogue Sport* in France in 1983.

The idea was no longer simply to dress in a sporty manner as in the 1920s and 30s, but to incorporate sport clothing into the everyday wardrobe. In no time at all, it was no longer necessary to be headed to the gym to slip on a tracksuit and trainers.

The omnipresence of sports in fashion was also due to mutual exchanges. Athletes became stylists and designers participated in the Olympic Games by creating official uniforms.



Gymnastics Barbie, 1993

© 2008 / Les Arts Décoratifs



Ken Super Sport 2, 1983

© 2008 / Les Arts Décoratifs

9 COLOURS AND LOGOS

The first sports clothes were designed with two objectives in mind: comfort and making the athletes recognisable on the field. Colour and logos rapidly took on a central role in making such a distinction.

Colour obviously helps to distinguish a team, be it at a national or local level, but it also has other functions.

Colour can help define a role on the field or on the court, as referees traditionally wear black. It can give a feeling of power to the athlete, such as in the case of red boxing gloves, or it can signify a victory, like the yellow jersey of the Tour de France.

As the decades have passed, symbols have occupied an ever-greater place on athletes' clothing. In addition to national or institutional symbols, such as the Olympic rings, which date to 1913, sponsors' trademarks now appear on uniforms – their size and placement precisely regulated by the various sporting federations.



Italian soccer team F.C. Bikkembergs Fossombrone kit, 2006/2007 season, Dirk Bikkembergs, 2005 © 2021 / MoMu Fashion Museum Antwerp / Stany Dederen



Pair of Nike shoes, Michael Johnson, 1996

© IOC / Grégoire Peter



Virgil Abloh for Louis Vuitton, Sneaker LV Trainer,
Fall-Winter 2021-2022 © 2021 / Louis Vuitton



Soho, Cyd Jouny, 1993

© 2006 / Les Arts Décoratifs

10 READY, SET... FASHION!

Today, sportswear is part of every wardrobe, but its influence goes far beyond street clothing: it is a perpetual source of inspiration in haute couture.

Cuts and patterns are reimagined with fine materials. Iconic objects and symbols, such as soccer balls, are used as decoration. Fashion shows are not left out.

Events such as the Yves Saint-Laurent show for the opening of the 1998 World Cup at the Stade de France are a testament to the alliance between sports and fashion in the late 20th century. Sporting goods manufacturers and luxury brands now collaborate on joint collections that have enjoyed great success since the pioneering collaboration between Yohji Yamamoto and adidas.

Professional athletes have learned the importance of their image both on and off the field, and now take great care of their appearance while playing. Today's champions become spokesmodels for brands. Dior took this scheme one step further in 2021, when they signed a partnership with the Paris Saint-Germain football club.

Fashion houses have aligned themselves with the values of sport: perseverance, team spirit and overcoming self-imposed boundaries.



Hooded sweatshirt and long skirt ensemble, thigh-high boots,
Fall-Winter 2016-2017, Demna Gvasalia © 2016 / Les Arts Décoratifs / Jean Tholance



Lithuanian delegation uniform, Olympic Games Barcelona 1992,
Issey Miyake © IOC / Grégoire Peter



Hostess dress and cape, Olympic Games Mexico 1968,
Roberto Capucci © IOC / Grégoire Peter

11 STYLE IN THE STANDS

Sports fans' attire can also be a high-stakes game. Around 1900, horse racing had become a major event where spectators paid special attention to their outfits in order to see and be seen.

Designers jumped on the bandwagon: Jeanne Paquin was one of the first to send models to the races to advertise her latest haute couture creations.

A century later, dress codes and representation issues may have changed, but fans' appearance remains important when attending a match. Wearing the jersey of the team one supports, or that of a favourite player, is a regular sight in the stands and in everyday life.

The fan scarf has also become an indispensable accessory for keeping warm while signalling support for one's team. "Ultras", on the other hand, show their status by developing a defined and codified style.





Victory of Samothrace, dressed in a 7-metre dress made of flag stripes, created by Koché and Nike for the Women's World Cup, 2019 © 2019 / Elaine Constantine

EVENTS AND ACTIVITIES PROGRAMME



OLYMPIC MUSEUM'S “MODE ET SPORT” RUNWAY

Produced by Yannick Aellen /
Mode Suisse

DATE	4 December
TIME	Runway from 7:00 pm, followed by drinks and diner
PRICE	Adults - CHF 39 Concession - CHF 30 (seniors and students)
AGE	Adult
LANGUAGE	FR

GUIDED TOUR WITH THE EXHIBITION CURATOR

Guided tour with the exhibition
curator, Sophie Lemahieu, from the
Musée des Arts Décoratifs in Paris.

DATE	5 December
TIME	12:00 pm
DURATION	45 minutes
PRICE	Adults - CHF 14 Concession - CHF 11 (seniors and students)
AGE	Adult
LANGUAGE	FR

GUIDED TOUR OF THE COLLECTIONS

Discover the evolution of fashion through sport during an exclusive guided tour of the Olympic Museum's collections, usually closed to the public.

DATES 19 January, 16 February,
16 March and 13 April 2025

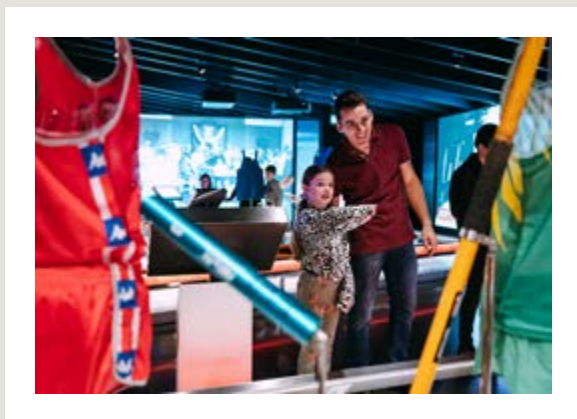
TIME 11:00 am and 2:30 pm

DURATION 45 minutes

PRICE Adults - CHF 14
Concession - CHF 11
(seniors and students)
free for children under 15

AGE From 10 years

LANGUAGE FR, EN



FAMILY TOUR

DATE 18, 19, 20 and 21 February 2025

TIME 2:30 pm

DURATION 60 minutes

AGE From 8 years

LANGUAGES FR - 18, 19, 20
and 21 February
EN - 20 February

PRICE Free - Pre-booking is required

PAKOMUZÉ

Your Easter holidays at the Olympic Museum.
Family activities and programme to be
unveiled in March 2025.

ACTIVITY BOOKLET

You can pick up an activity booklet
for free at the museum's entrance hall
for a fun tour around the temporary
exhibition. It challenges young visitors
to observe, create, draw and colour.

AGE From 5 years

LANGUAGES FR, EN

ONLINE OFFERS

Audio tour: Enjoy the French-language
audio experience created especially
for the "Fashion and Sport" exhibition,
featuring Sophie Lemahieu, exhibition
curator at the Musée des Arts Décoratifs.
From mid-December.

Podcast: "À la croisée des Jeux":
The fifth season of the "À la croisée
des Jeux" podcast is available on
Spotify, Apple Podcasts, Google Podcasts,
YouTube and the museum's website.
Listen to experts and creators explore
the links between fashion and sport
from a historical, artistic and Olympic
perspective, in French.

Find all the information on the exhibition
and activities here:



FOR SCHOOLS

With a theme that appeals to students, this temporary exhibition reflects the historical, sporting and artistic dimensions of several subjects in the general and vocational streams.

It also lets them explore how the two seemingly distant worlds of fashion and sport play a part in the same societal issues around the body.

Teachers who would like to visit the "Fashion and Sport" exhibition with their class have two options: guided or self-guided tours .



GUIDED TOUR

This facilitator-led tour is adapted to the ages of students and lets them discover how sports clothing has changed from ancient times to the modern day.

From voluminous tennis dresses in the 19th century to timeless tracksuits and trainers, they will explore how these clothes were diverted from their use in sports and incorporated into their everyday wardrobe and the world of haute couture.

DATES	Available Tuesdays, Thursdays and Fridays
AGE	Compulsory school age (from 11 years) and post-compulsory school age
DURATION	1 hour
LANGUAGES	FR, EN, GER
PRICE	CHF 80 per class, maximum 25 students

→ Pre-booking essential via the Olympic Museum website.

SELF-GUIDED TOUR

Students can explore the temporary exhibition accompanied by their teacher.

DATES	Available from Tuesday to Sunday during museum opening hours.
AGE	All ages

→ Pre-booking essential via the Olympic Museum website.

PREPARATION TOUR WITH COMMENTARY

This free guided tour with commentary is intended for teachers who would like to visit independently with their class. It will feature information on the exhibition's themes, and artefacts, as well as teaching suggestions around fashion and sport. Any logistical matters will also be addressed.

DATE	Thursday 9 January 2025 - 5:30 pm
LANGUAGE	FR
PRICE	Free for teaching staff

→ Pre-booking essential via the Olympic Museum website.

CONTINUE YOUR VISIT

THE OLYMPIC MUSEUM

Quai d'Ouchy 1,
1006 Lausanne, Switzerland

The museum is open
from 9 am to 6 pm,
Tuesday to Sunday

Last admission is at 5 pm. Closed
on 24, 25, 31 December and 1
January, as well as every Monday,
except on public holidays in the
Canton of Vaud.

All practical information, including
services and accessibility:



THE OLYMPIC MUSEUM SHOP

The Olympic Museum shop, located in the entrance hall,
offers a selection of items that highlight the link between
fashion and sport, combining creativity, innovation
and performance.



The 244-page exhibition catalogue,
published by the Musée des Arts
Décoratifs, is a must-have. Featuring
over 200 amazing images, the large-
format publication (22 cm × 30.5 cm)
is bound with exposed stitching
and presented in an elegant, screen-
printed PVC sleeve. It is the ideal
companion to extend your discovery
of the exhibition. Price: CHF 49

The boutique will offer a range of products and accessories
inspired by the world of sport. Come and discover unique
pieces that combine style and performance, and take
a unique souvenir of your visit home with you.

THE OLYMPIC MUSEUM RESTAURANT

Whether it's for a morning coffee,
for lunch looking out over Lake
Geneva or an afternoon snack
break, the restaurant and its terrace
welcome you to a contemporary
setting with a breathtaking view.

There's a seasonal menu during
the week, with brunch on weekends.

Throughout the year, Executive Chef
Pascal Beaud'huin and his team
shine a spotlight on dishes from
the Olympic Games' host nations,
as well as exhibition themes.

Open from 9 am to 6 pm,
Tuesday to Sunday*.

Closed on 24, 25, 31 December and 1
January as well as every Monday,
except on public holidays in the
Canton of Vaud.

**Open in the evening upon reservation
for groups and events.*

MEDIA RESOURCES

CONTACT

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Visit the Olympic Museum press page for photos and press packs:



The Olympic Museum is the official home of the world's largest and most comprehensive collection of Olympic heritage, featuring artefacts, archives, images, books and films.

Situated in the Olympic Capital of Lausanne, Switzerland, the museum's international exhibitions and programmes connect people of all ages with the diverse stories, art, history and culture of the global phenomenon that is the Olympic Games.

Through educational initiatives inspired by the Olympic values of respect, friendship, excellence and solidarity, the Olympic Museum unites athletes, visitors, students, artists and an affiliated network of museums worldwide. For more information, please visit olympics.com/museum.

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Media partners

LE TEMPS



We would like to warmly thank the institutions, fashion houses and collectors for their loans and the trust they have placed in us.