The Olympics are always a special event because they only occur once every four years. It's rare for new sports to be added to the Olympics. Even rarer still is the opportunity for designers to create a uniform for a sport that traditionally has eschewed uniforms to allow for athletes to express their style. So, it is quite a unique opportunity for designers when skateboarding debuts at this year's Summer Olympics in Tokyo.

As the official outfitter of the US, Brazilian and French Olympic teams this summer, Nike has just debuted a bold set of new uniforms for the men and women that will be representing their countries in the late summer. Nike partnered with Dutch artist and former skateboarder Piet Parra on these unique uniforms. Each set has been boldly designed to reflect each country's style and sporting history.

This summer’s games may be some of the hottest on record, but athletes will still need to be able to perform at their peak. Despite their casual appearance of cargo pants, chinos and button-downs, all the skateboarding uniforms have been designed to be lightweight, breathable and sustainable. Each of the jerseys is made from 100% recycled polyester from plastic that otherwise would have gone to waste.

Here’s a shout out to Nike for making the most of a unique opportunity that combines artistic style, performance materials and sustainable manufacturing!
About the Author

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