



#### **BEN SHERMAN AND TEAM GB REVEAL OFFICIAL OLYMPIC CEREMONY LOOKS AT LONDON FASHION WEEK**

LONDON, England (June 14, 2021). As an official supporter of Team GB, Ben Sherman is honoured to outfit the official delegation of Team GB athletes and British Olympic Association staff for the occasion of the Opening and Closing Ceremony to celebrate the Tokyo 2020 Olympic Games.

The team uniform premieres **at 3.30 pm on June 14**, during London Fashion Week, with a short film shot by fellow British icon fashion photographer RANKIN. Rankin captured Team GB Olympic medallists, medal hopefuls and rising stars, including track and field star Morgan Lake, diver Jack Laugher and taekwondo athlete Lutalo Muhammad. Accompanying the film is a series of portraits, also shot by Rankin, featuring additional Team GB athletes Asha Philip, Galal Yafai, Philip Burgess and Lois Toulson.

Championing *Strength Through Unity*, the Ceremony looks and athlete portraits celebrate the heritage of both Ben Sherman and Team GB as two icons of Great Britain, uniting for this unique moment in time and taking the biggest delegation of British athletes to attend an Olympic Games. Athletes who are diverse in their backgrounds and sports, unified through their commitment, grit and determination to persevere through these extraordinary times and proudly stand together as Team GB representing everyone in the nation.

For the Opening Ceremony look, a classic Harrington jacket in navy is given a contemporary update with red and white union stripes on the sleeves, paired with the iconic Ben Sherman white oxford button-down shirt and light putty-coloured chinos.

For the Closing Ceremony, the look features navy chino shorts teamed with a classic white polo shirt featuring the striking printed Team GB's lion's head detail on the left sleeve and the official Tokyo 2020 badge and Olympic Rings on the chest.

Sustainability and functionality were also integral to the design, focusing on using comfortable, breathable and anti-bacterial fabrics such as organic cotton and eco-friendly bamboo viscose to create environmentally responsible pieces that allow the most function for each athlete. Ben Sherman footwear finishes the look, featuring super-soft flyknit, with wingtip details and EVA sole, allowing for premium cushioning and shock absorption.

**British Olympic Association CEO, Andy Anson, commented:** "This is an exciting moment for the athletes as they get kitted out and receive a variety of items including their Opening and Closing Ceremony wear from Ben Sherman. The clothes clearly highlight Ben Sherman's heritage and capture the essence of the Team GB Brand in a creative way. We are sure the athletes will absolutely love the fit and the design.

**Tim Reid, Senior Vice President, Fashion and Lifestyle for Ben Sherman, remarked:** "It's such an honour for Ben Sherman to bring to life the strength and spirit of Team GB. We conveyed this through every facet of our partnership, the capsule collaboration, and the official Team GB uniforms. We're excited to see the athletes showcase their Olympic pride through these designs on the grandest stage during the Tokyo 2020 Olympic Games, starting with the Opening Ceremony on July 23.

The partnership is the second time Ben Sherman has worked with Team GB, previously providing official tailoring for the Athens 2004 Olympic Games. The Tokyo 2020 Olympic Games Opening Ceremony will occur on July 23, 2021, with the Closing Ceremony on August 8, 2021.

## NOTES TO EDITORS:

**Ben Sherman is an Official Supporter of Team GB, having launched a lifestyle retail apparel collection and providing the upcoming Opening and Ceremony uniforms for the participating athletes and Team GB delegates attending Tokyo 2020 Olympic Games.**

The Team GB x Ben Sherman retail capsule collection is currently available to purchase on the Ben Sherman and Team GB official websites.

The athletes' uniforms to be worn at the Ceremony in July 2021 include the official Team GB Opening and Closing Ceremony looks.

### ABOUT BEN SHERMAN

Ben Sherman was a legend in his own right. Often described as 'always embracing the new and the different'; he constantly searched for the very best. Born Arthur Benjamin Sugarman, he began his career making shirts for other designers, it wasn't long before his creative flair took over and he started designing his own shirts. By 1963 Ben Sherman was ready to launch his own clothing line. For over fifty-five years the iconic Ben Sherman shirt and brand has been adopted by almost every seminal youth culture and style movement, it is still revered and worn by style leaders of today. Now a global lifestyle brand, Ben Sherman and the original Oxford shirt still remains a modern icon, there is simply nothing quite like an original Ben Sherman shirt. [www.bensherman.com](http://www.bensherman.com)

### ABOUT MARQUEE BRANDS

Marquee Brands is a brand acquisition, management and development company. Sponsored by Neuberger Berman Private Equity, a business of Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, product partners and manufacturers through engaging, impactful marketing and strategic planning. [www.marqueebrands.com](http://www.marqueebrands.com)

### ABOUT BRITISH OLYMPIC ASSOCIATION <https://www.teamgb.com>

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers
- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
- Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK