

VOLUNTEERS' UNIFORM

A DEEP DIVE INTO THE DESIGN OF
**THE DECATHLON X PARIS 2024
UNIFORM**



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DECATHLON: OFFICIAL PARTNER OF PARIS 2024 IN FRANCE

In 2024, the world's biggest sporting event is set to take place in Paris and across French territory. A celebration that hasn't happened in France for 100 years, and a chance to highlight the power of sport to both enthusiasts and sportspeople alike. So it seemed an obvious choice for DECATHLON, an international multi-specialist sports brand, to become, in France, the Official Partner of the Paris 2024 Olympic and Paralympic Games.

Since it was founded nearly 50 years ago, DECATHLON has been recognised for making sport accessible to the many. As a designer and retailer of sports products, its priority is product excellence. It's an approach that continues even when creating the attire of 45,000 volunteers. Design teams have worked together to devise a full uniform that combines innovation and sustainability, by constantly striving to reduce environmental impacts.

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“Without volunteers, there wouldn't be any Olympic or Paralympic Games, nor any sport, basically.

These are people who happily dedicate themselves to every Olympiad, just as they would take their young club members to local competitions on a rainy Sunday. They have sports running through them, just like DECATHLON, but also just like the people who make up DECATHLON. That's why we've put ourselves in their shoes, and wanted to add style, ingenuity and sustainability into this collection. I hope that they will be as proud to wear what we've created as we have been to create it, alongside the Paris 2024 teams.”

Virginie SAINTE-ROSE,
Director of the DECATHLON x Paris 2024 partnership



“They have sports running through them, just like DECATHLON, but also just like the people who make up DECATHLON.”

Operating in over 70 countries,

the company is lending its technical expertise to this eagerly anticipated event by supporting volunteers in their extraordinary sporting role. The brand is determined to support every single person who will be working alongside those involved in the Games, as part of the Olympics or Paralympics. Eagerly anticipating the prospect of watching athletes surpass themselves, these volunteers will be committed to making sport come alive in France, to put it on the global map.

The brand is proud to kit out the Paris 2024 volunteers,

and to thank them for their hard work, by designing practical, eco-designed, creative and recognisable uniforms. DECATHLON is breaking down the barriers between sport and fashion, delivering a memorable uniform for every single person who has decided to get involved in this extraordinary adventure. It's an opportunity to celebrate this huge international family of volunteers.



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“At all Games venues throughout France this summer, we will be fortunate to count on a global flagship in sports that is based in France.”

“The face, soul, heart and smile of our Games will be our 45,000 volunteers! To dress those who will have a key role to play, in all sectors and at all Games venues throughout France this summer, we will be fortunate to count on a global flagship in sports that is based in France. As an official partner of Paris 2024 in France and committed to working alongside us since 2021, DECATHLON has put all its expertise into producing this uniform, a true mark of belonging to the Games' great team. Congratulations and thank you to DECATHLON for this tremendous work!”

Tony Estanguet,
President of Paris 2024

THE VOLUNTEER UNIFORM: A COLLECTION IN MOTION

AN INNOVATIVE, HIGH-TECH AND PRACTICAL DESIGN

Designed by DECATHLON stylists in close collaboration with the Paris 2024 artistic team, the uniform comprises 15 iconic pieces, devised as part of a creative process lasting more than 18 months. The task was as follows: to clothe every single person, at all times, whatever their daily workload. 45,000 morphologies, 45,000 personalities. All driven by this creative partnership.

Devised on the basis of a series of concepts that tie in with **The Look of the Games**, Paris, city of fashion and city of diversity, the collection also mines the workwear trend to assert a unique high-tech style. **And the watchword? To honour sport and French culture without detracting from DECATHLON's hallmark: design.**

At the centre of this topic is the acknowledgement of the creative fibre that motivates **the 400 DECATHLON designers**, all sports specialists and proponents of innovation. This is the ambition around which the uniform was designed: **to respect usage, functionality and the body.** The versatility of its 15 components adds practicality, movement and comfort to the overall look.

The resolutely traditional French stripes ("la mairinière") are reworked in turquoise. Each item boasts a unique gradual colour blend, a process with an eco-responsible dimension, given the avoidance of material waste, with the random pattern cut. Once again, this uniform is in line with the quest for optimisation, a key signature of DECATHLON. The creative team uses its expertise to design an original set of clothing. "The uniformity is visual but each product is unique," says Philippe Daguillon, DECATHLON's Artistic Director.

Appeal way beyond borders by combining technical expertise and accessibility: such is the philosophy of DECATHLON, for which this project embodies both a creative and a responsible dimension. To this end, designers opted for highly precise technical materials, suited to sports activities, expertise specific to the French brand. The collection also features an instantly recognisable and high impact colour palette, a happy blend of the traditional and contemporary. It embodies a bold, celebratory mindset, in the same mould as this exceptional sporting partnership.

With a fierce determination as its leitmotif:

to go beyond sport by elevating sportswear on this special occasion.



“The uniformity is visual but each product is unique.”
Philippe Daguillon, DECATHLON Artistic Director.

3 QUESTIONS TO...

JOACHIM RONCIN

PARIS 2024 Artistic Director

PHILIPPE DAGUILLON

DECATHLON Artistic Director

QUENTIN DESPAGNE

DECATHLON stylist

How did you work together on this exceptional project?

QD : We designed this uniform extremely closely alongside the Paris 2024 design team. The numerous discussions, sharing of sketches and creative upswing helped generate a unique result that represented both entities: Paris 2024 and DECATHLON.

PHD : The collaboration with the Paris 2024 teams was a fantastic shared experience! We could float our ideas and beliefs, and take the creative process further. We were genuinely focused on thinking out of the box in order to give volunteers a special uniform that gave a symbolic nod to Paris, the 2024 Olympic and Paralympic Games and DECATHLON. We devoted all our energy to validating the trust placed in our partnership and it would appear to have proven successful!

“ We devoted all our energies to validating the trust placed in our partnership and it would appear to have proven successful! ”

JR : The 45,000 volunteers will be working on tasks as diverse as welcoming spectators, supervising athletes and accompanying delegations... First and foremost, we had to make sure that they could move around comfortably, so that they would be as comfortable as possible whatever their mission. So we worked to make it comfortable and functional, while incorporating iconic pieces that would make them proud to wear the outfit. The volunteers will be the first faces seen by the athletes, spectators, journalists and delegations from all countries... They will be recognisable by this outfit which will be unique to them. With our partner DECATHLON, the challenge was to combine expertise in leisure clothing for all by working on the silhouette, materials and graphics. We had fun creating it, and we hope the volunteers will like it.

Describe the volunteers' uniform in three words

QD : Easy to spot, practical and revolutionary

PHD : Symbolic, unique and ingenious

JR : Comfortable, functional and unique. We wanted the volunteers to be in the best

possible conditions to carry out their missions, taking into account a wide range of contexts, whether climatic or related to the tasks to be carried out. The volunteers' uniform is also a source of pride and a strong symbol of belonging. So we wanted to come up with a unique outfit that would mark a break with the past, just as we have done for the medals and the identity of our Games.

What is your favourite item from the set, and why?

QD : The hat. Lightweight and breathable, it offers more coverage than a cap and perfectly fulfils the usage requirements of volunteers in the summer sun. The pattern makes the volunteer easy to spot in a crowd, and will undoubtedly appeal to the public attending the Games. I love the fact that the pattern is cut randomly: the hats are similar enough to look like they belong to the same collection, while also being unique items in their own right.

PHD : The T-shirt. We're very proud of the end result, because we're referencing France and its history, inspired by the marinière (three-quarter sleeves, stripes), while retaining current sports codes: neckline, markings, etc. Essentially, the pattern on the body section is cut randomly during production, so that each T-shirt is unique while still belonging to the same family. Our team has successfully produced 240,000 T-shirts in France while fulfilling all specifications (lightweightness, breathability, etc.). This was one of the biggest challenges when designing this collection.

JR : For me, the "marinière" t-shirt is the iconic part of the uniform. When I talked about a singular piece of clothing, the T-shirt is precisely that: its inspiration is typically French, but we've revisited it in the Paris 2024 style, working on the cut, the colours and the details.



EVERYTHING YOU NEED TO KNOW ABOUT THIS INCLUSIVE COLLECTION: A UNIFORM FOR EVERYONE

In a nod to some of DECATHLON's iconic items,

this unisex collection – fine-tuned down to the last detail – is designed to kit out volunteers in a deeply contemporary urban style. Everyone needs to feel good wearing it.

Sporting the Paris 2024 Olympic and Paralympic Games colours, this unisex collection combines technical sophistication with a leisure vibe.

Available in sizes XS to 4XL, these borrowed and reworked summer basics include a particularly noteworthy version of the DECATHLON vest. Designed as one of the collection's masterpieces, it can be worn in various ways and adapted to suit the weather conditions.

Worn as a windproof jacket, it is complemented by a recycled polyester T-shirt entirely designed in France, a pair of zip-off trousers that convert into shorts, and a range of distinctive, multipurpose accessories: socks, a fanny pack, a sports bag, a pair of shoes and a hat. **Essentially, it's a complete uniform that's as ingenious as it is ergonomic, designed to accompany the volunteers throughout the entire Olympic and Paralympic Games.**

Scale, comfort, ease of use, vibrant colours:

this unisex collection is an obvious choice and is uniquely versatile. While the colour palette is the star of the show, echoing the special graphic charter of Paris 2024, the clothing's functionality is by no means negligible.

A REVIEW OF THE MATERIALS: PERFORMANCE AND COMFORT

The combination of responsible and sustainable materials plays an important role in techwear:

Recycled polyester, recycled polyamide, and dope dyed yarn. This unprecedented collection sets the tone. The strength of the materials underscores DECATHLON's commitment to production with eco-awareness, in a mix and match of high-tech and recycled materials.

Once worn, the uniforms' functionality speaks for itself. The various components express fluidity, elasticity and lightness for the wearer's benefit. **It is a collection that emphasises the codes of sports and outdoor clothing so dear to DECATHLON**, such as zips, cargo pockets, mesh, etc. Each product is designed to be breathable and adjustable. Aside from its obvious function, the hat is made from UPF50+ fabric to provide protection against UV rays in summer heat (blocking at least 95% of the rays). Each product in this collection enables the volunteers to go about their activities on-site in comfort, all while being easy to spot.

With this 100% eco-designed and adjustable outfit, DECATHLON can confidently assert that innovation is at the heart of its creative process. This applies right through to the choice of materials, tested to withstand changes in temperature and every possible movement by volunteers.

A local and responsible approach

All of these properties point to accurate, creative and inclusive manufacture.

For this reason, four different production sites in France were selected to produce a portion of the collection. **The locations chosen were Roubaix, Marseille, Troyes and Orleans**, where the focus was on ESS* production units (Resilience and Fil Rouge), aligned with two of DECATHLON's major concerns: the environmental question and the upgrading of expertise at local level. With 53% of production conducted in France (manufacturing the T-shirts and socks) this collection represents a genuine shared challenge with a million items produced. For the rest of the uniform, nautical transport and eco-design were the focus. A choice that extends timeframes and complicates the process, but one that represents a shared and solid determination to reduce the product line's carbon footprint as much as possible.

* *Entreprise Sociale et Solidaire*

THE VOLUNTEERS' KIT PARIS 2024 VOLUNTEERS WILL ALL RECEIVE THE SAME BUNDLE, COMPRISING THE FOLLOWING 15 ELEMENTS:

- 1 hat
- 4 T-shirts
- 1 windproof jacket
- 2 pairs of convertible trousers
- 4 pairs of socks: 2 blue and 2 pink
- 1 pair of shoes
- 1 fanny pack
- 1 packaging bag

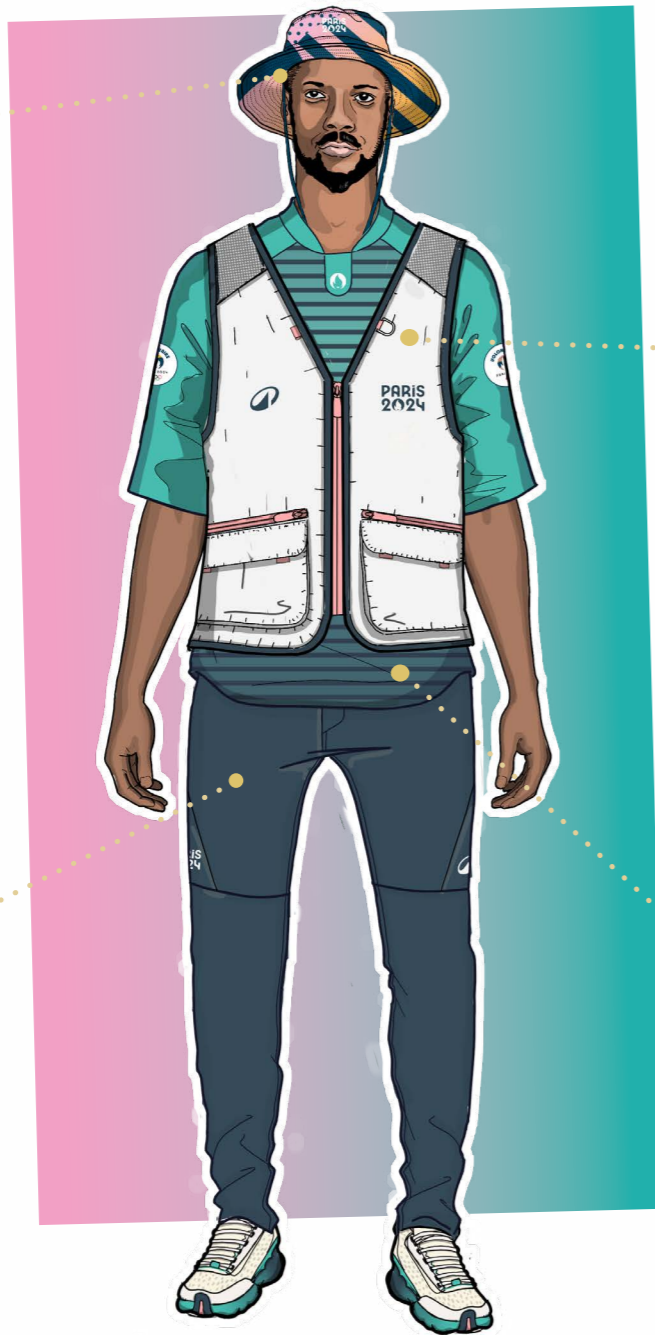
The volunteer kit will be distributed at a location soon to be revealed.

LOOK OUT FOR DEVELOPMENTS.

BREAKDOWN OF THE FULL VOLUNTEER UNIFORM

THE HAT

A summer must-have, this accessory is simultaneously bold, on-trend and practical, reminding us that the good weather is here! With an all-over print, it also features a random cut, making a unique hat for every single volunteer. The words Paris 2024 on the front and its numerous details lend it a certain robust practicality and an all-terrain usability. Its UPF50+ fabric protects wearers from the sun's rays.



THE TROUSERS

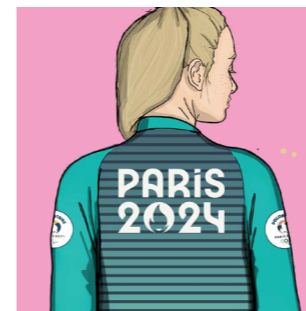
Made from 84% recycled polyamide, the fabric in these trousers is not just lightweight but also breathable and stretchy, to facilitate easy movement. The ingenious zip-off design and front and rear pockets mean they can be converted into shorts in the blink of an eye. The ideal companion for living out those sporting moments.

THE JACKET

Practical, breathable and easy to wear, this jacket confirms its essential status through its 2024 Olympic and Paralympic Games colours, fashioned from a 100% recycled polyester mesh. Worn as a jacket or a vest, this item is highly versatile in the event of extreme heat or chilly temperatures. Boasting four cargo pockets on the front and a large pocket on the rear, this jacket adapts throughout the day as required.

THE FANNY PACK

Holds 5 litres. Comes with a mesh pocket for a 750ml bottle, 3 pockets and a pink zip. This accessory is a must-have!

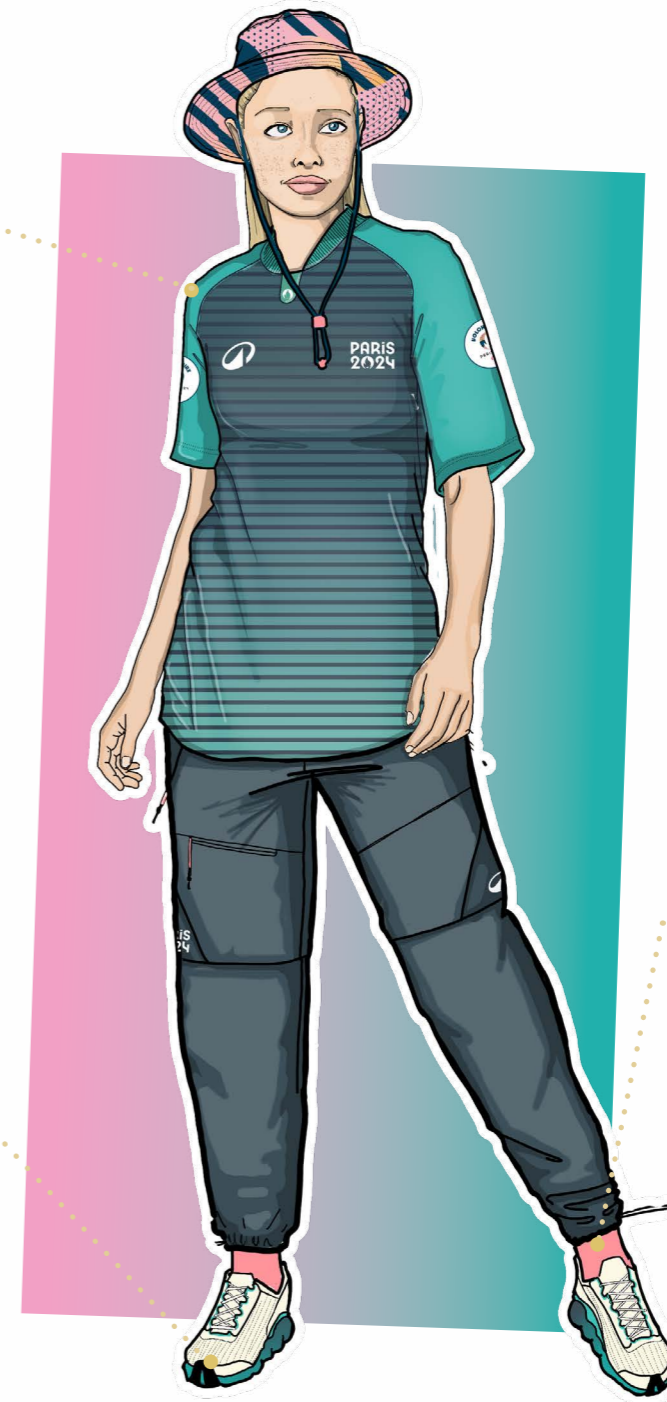


THE T-SHIRT

Bearing the words Paris 2024 on the back, this T-shirt features three-quarter length sleeves, sufficiently wide to give the wearer excellent freedom of movement. Designed in France, it is made entirely from recycled polyester (derived from recycled plastic and used textiles). Its unusual pattern evokes the famous nautical top ("la marinière"), a nod to one of France's most iconic clothing symbols. Its overall style, however, is reminiscent of team sports kits.

THE SHOES

The shoes are based on DECATHLON's iconic JOG FLOW model, which delivers both comfort and freedom of movement. These ultra lightweight shoes feature an EVA foam sole for superior cushioning when mobile and reduced impact at the heel. The ultra-breathable mesh upper was designed to keep feet dry when on the go.



THE SOCKS

Made from breathable knitting, these socks keep feet free from sweat and protect the ankle. Calf-length, they create a flattering shape with a dash of colour.

A woman with long dark curly hair is smiling and looking towards a man. She is wearing a light grey athletic jacket with pink and teal accents and a dark teal crossbody bag. The man is seen from the back, wearing a light grey athletic top with teal sleeves and 'PARIS 2024' printed on the back. They are standing in front of a textured blue wall.

THE OUTFIT: SOME KEY FIGURES

53%

manufactured in France

1M

items

250 000

T-shirts

15 MIN

time taken to manufacture
one T-shirt

100%

of the collection
is eco-designed

DECATHLON design teams are committed to ensuring that by 2026, 100% of its products are designed to reduce their environmental impact. Because the manufacture of a product accounts for more than 78% of its CO₂ emissions, DECATHLON has chosen to act on its manufacturing methods and is developing eco-design.

DECATHLON: WORKING CLOSELY WITH THE VOLUNTEER SCHEME

VOLUNTEERS AT THE HEART OF THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES

Volunteers embody the spirit of the Paris 2024 Olympic and Paralympic Games, vital to the success of the world's largest sports event. At the heart of the organisation, they are there to ensure the event runs smoothly.

45,000 volunteers. 45,000 men and women who embody the spirit of the Paris 2024 Olympic and Paralympic Games. All will be proudly sporting the colours of this Olympiad, dressed in a unique unisex uniform, a cross between techwear and sportswear.

For years, DECATHLON has supported over **200 associations and clubs** who make up the nation's sporting movement. Here, DECATHLON has chosen to support these passionate men and women, united around a common goal: to make sport come alive. **There would be no Olympiad without volunteers; the faces and souls of these Olympic and Paralympic Games.**

“First and foremost, this is a source of pride for DECATHLON's teams to be associated with the Paris 2024 Olympic and Paralympic Games, by virtue of the partnership signed in France. We can't wait for our teammates to be part of this incredible experience and, above all, share it with us at DECATHLON”

Virginie SAINTE-ROSE,
Director of the DECATHLON x Paris 2024 partnership.

DECATHLON VOLUNTEERS: SOME KEY FIGURES

335
DECATHLON
employees

38
nationalities

UNPARALLELED PARITY

50%
women

50%
men

The youngest employee
involved was born in

2005

and the oldest in

1961

VOLUNTEER PERSPECTIVES

WHAT DOES VOLUNTEERING FOR THE PARIS 2024 GAMES MEAN TO YOU?

“It’s being able to participate in an unforgettable moment of international inclusivity, joy, bar-raising, celebrations and emotions that only sport knows how to create!”



Paul LE BOURVELLEC
28, lives in Lille
Spectator Services team member

“It’s an opportunity to celebrate the Olympic and Paralympic Games and the sport first hand for the first, and possibly last, time in our life! Our family has always watched sports and the Olympics on the television. We would all get up at night to see the swimming finals in Beijing in 2008... So being able to translate these emotions and tensions from the TV screen to reality, with all the energy from the crowd... Wow! And then, living right in the moment, being kind of part of the organisation of this amazing event, meeting people who are experiencing, or have experienced, the same thing you have, sharing it with other volunteers, people you wouldn’t normally get to meet otherwise!”

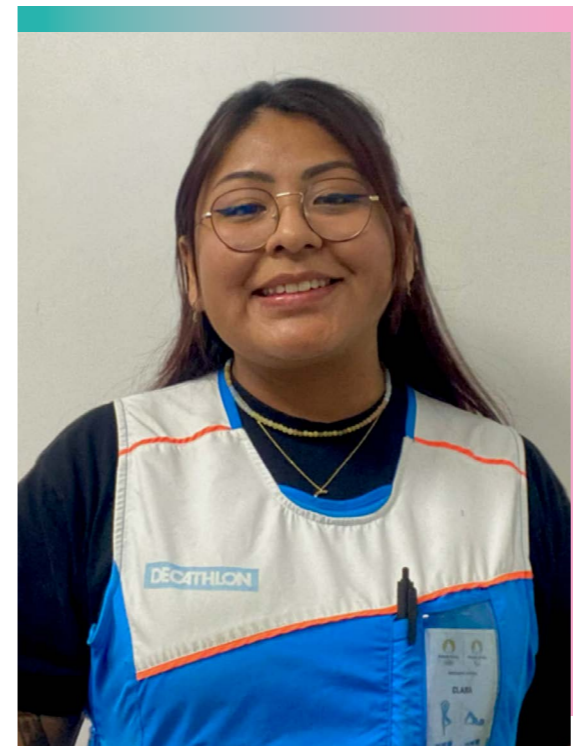


WAËL KOU BROUSLI
36, lives in Hem
Swimming commentator support

“As an Olympic athlete who took part in the Beijing and London Olympic Games, coming back to the Games 12 years on as a volunteer is just magical! I cannot wait to experience the emotional side of this global event, this time from the other side of the pool. Being a volunteer at Paris 2024 is an opportunity, a source of pride, and a chance for me to support and help the athletes, just as I was supported by all these unsung heroes. Along with my volunteer colleagues, I’ll be doing everything I can to make these Games an extraordinary experience and get the most out of these unique moments.”

Julie LE BOURVELLEC
Paul’s sister. 34, lives in Hendaye
Champions Park team member

“It’s a childhood dream come true! Watching the Olympic and Paralympic Games has been part of our family tradition since we were small, with my two brothers and my parents! We never miss them, we watch them together, whatever time of day or night. Experiencing this event from inside this time (in Paris, with one of my little brothers!) is the dream of a lifetime! For me, this means helping to organise the most exciting sporting event in the world, one that stirs us, through both the emotional investment of the athletes and the stunning performances they achieve; it’s being able to participate in an unforgettable moment of international inclusivity, joy, bar-raising, celebrations and emotions that only sport knows how to create!”



Clara FLEITOUR
24, lives in Bobigny

“The Games are an international opportunity to showcase France, and display our love for sport – as well as for our athletes. I’m very proud to be a volunteer, as these Olympics will be exceptional, and I can’t wait to share this whole experience and the emotions with other dedicated volunteers. I have confidence in these Games, and I can’t wait to be part of them.”

ABOUT DECATHLON

A global multi-specialist sports brand catering for everyone from beginners to top athletes, Decathlon is an innovative manufacturer of sporting goods for all skill levels. With more than 100,000 teammates and 1,700 stores worldwide, Decathlon and its teams have been working ever since 1976 to fulfil an ongoing ambition: Move people through the wonders of sport, to help them be healthier and happier in a sustainable future.

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