

Team India: Bleed Blue... and Orange!



Caption: Team India Jersey

Credit: insidesport

Team India will 'Bleed Blue and Orange' when they take on England in the ICC World Cup this afternoon.

The original slogan, 'Bleed Blue', was made famous by an advertising campaign. This will have to be switched up because the team will wear a new uniform with more orange in it rather than their trademark all-blue outfit. Nike unveiled the new orange 'away ODI kit' on Friday.

Why this change? Because an ICC rule says that 'all participating teams will be required to provide for two different coloured kits, except for the host country who has preference in the choice of colour and may, if it chooses to do so, provide only one coloured kit to be worn in all matches throughout the event. In advance of the event, the teams will be notified which coloured kit will be worn in each match.' Since England are the host country, they get to keep their blues and India have to switch it up with orange.

The new kit has become a point of controversy though. Opposition parties say it is the 'saffronisation of cricket' because saffron is the colour of the ruling political party in India. However, other teams have changed their colours too. South Africa reversed their green and yellow jerseys for their match against Bangladesh. Afghanistan wore a jersey with more red than blue for some games. Australia (all yellow), New Zealand (all black) and West Indies (complete maroon) have 'unique'

jerseys and therefore can wear their colours throughout the tournament.

Sports and Fashion collaborate: While Nike has in-house designers who style the Indian team, sports and fashion have had several high-profile collaborations. Some of these are:

- Adidas, who worked with Kanye West, Pharell Williams and Stella McCartney
- Givenchy and Nike.
- Fila and Karolina Pliskova



Caption: Team UK and Stella McCartney
Credit: backstagetales.com

Designing for the Olympics: Many fashion designers have taken special pride in designing their teams' outfits for the Olympics. Ralph Lauren created a very red-blue-white look for Team USA in 2008. Stella McCartney made some bold designs for Team UK using the Union Jack as inspiration. Cedalla Marley, daughter of Jamaican reggae legend Bob Marley, designed the uniform for the Jamaican team for the 2012 Summer Olympics. This was the one that Usain Bolt wore when he won. Italian designer Armani made outfits for the team in 2012, but its stark, dark blue look was not appreciated, and people wondered why the traditional orange and white were missing from the sports line.

Athletes and Fashion: Alternatively, some athletes have also tried their hand at fashion. Serena Williams, Maria Sharapova, David Beckham and Cristiano Ronaldo have all had runway hits! We guess style and substance do go hand in hand after all!



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