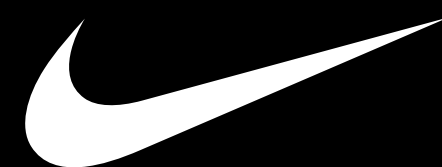


2022 OLYMPICS | HOCKEY

# JAPAN



RESPECT THE PAST

REPRESENT THE FUTURE

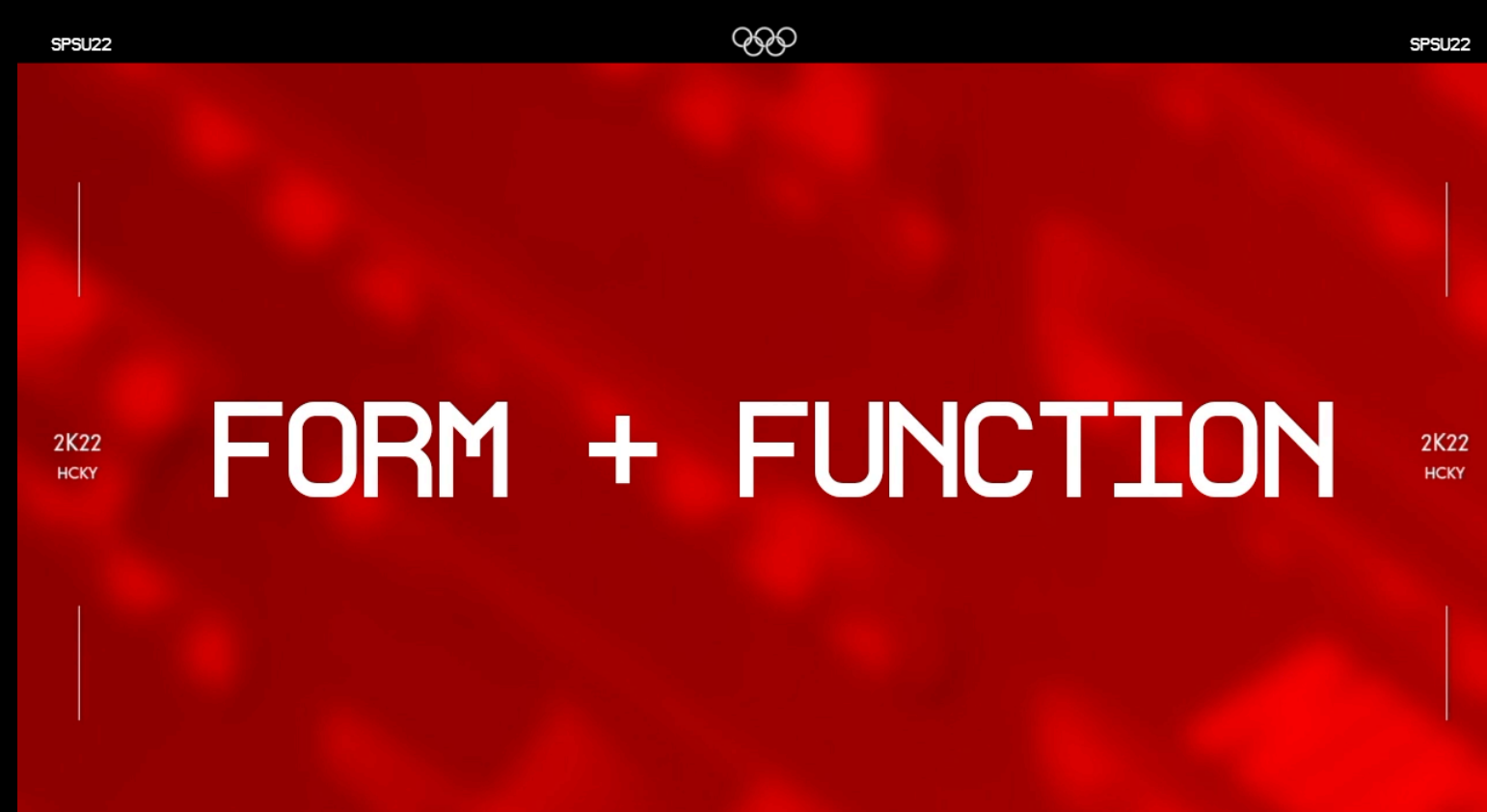




LOW POLY SURFACE / SHARPNESS



PHYSICAL DIMENSIONALITY TO GRAPHICS  
SHIELD, CRESTS AND NUMBER SETS AS A CANVAS

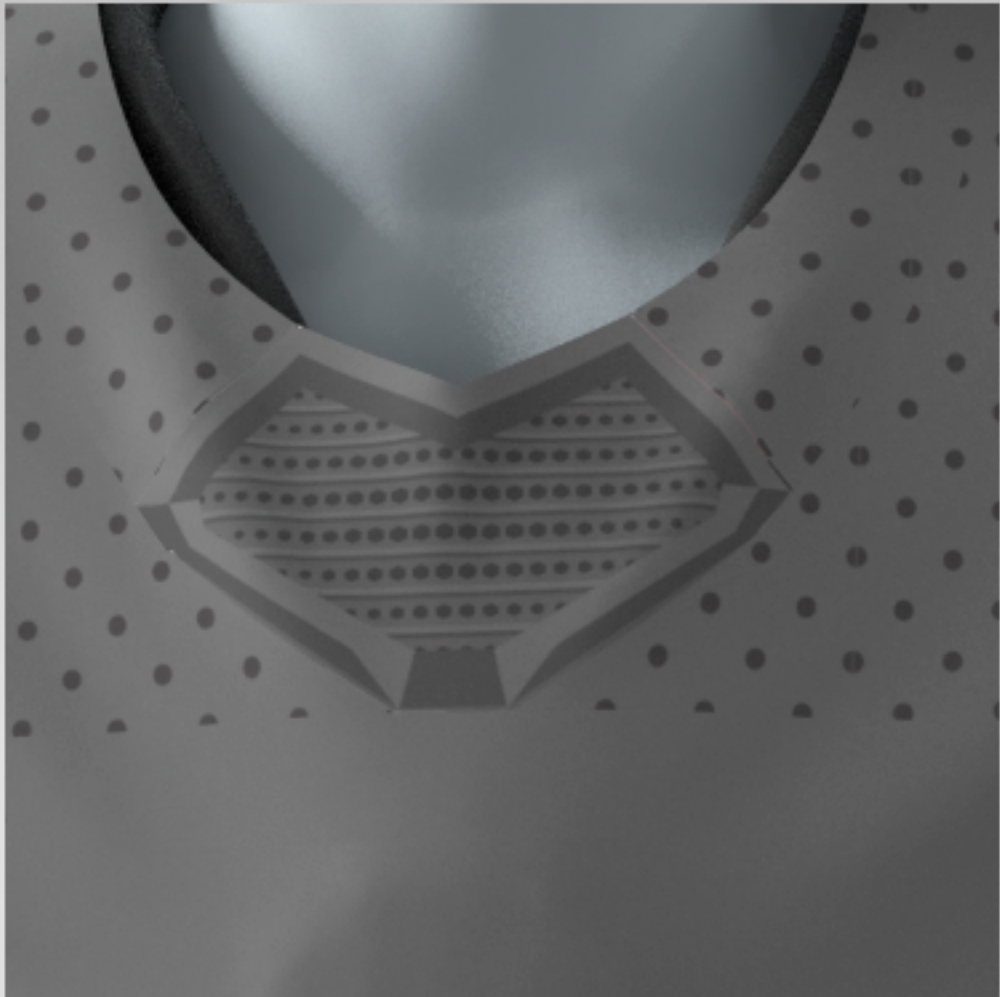


UTILITARIAN / LAYERING A BODY ARMOR / GRILL





SWOOSH



GRILL



YOKE



CENTER CREST

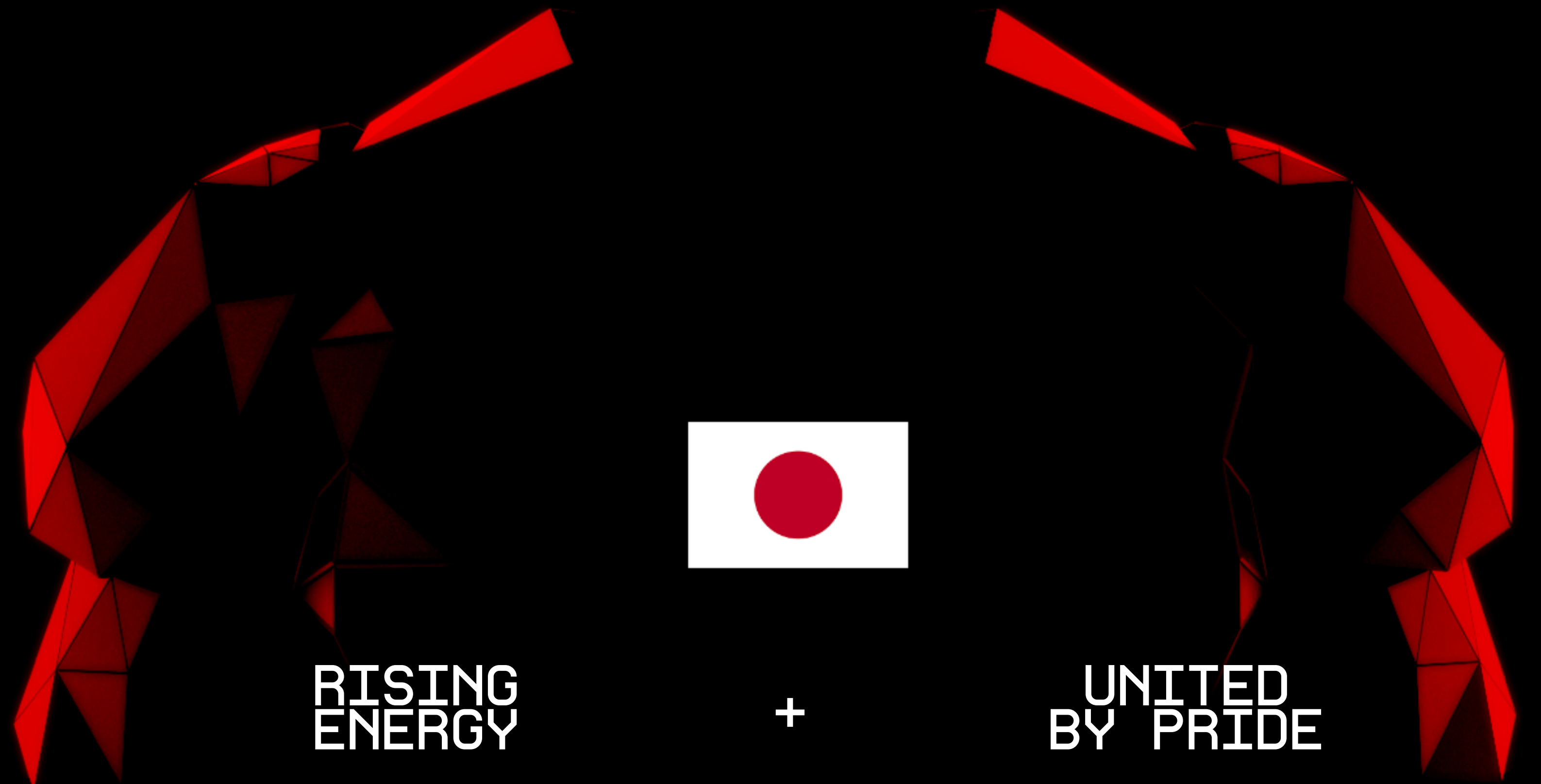


HORIZONTAL EXPRESSION



NUMBER SET





RISING  
ENERGY



+

UNITED  
BY PRIDE

HOME AND AWAY JERSEYS





## DESIGN DIRECTION

THESE JAPANESE HOCKEY JERSEYS ARE INSPIRED BY THE UNIQUE AND SOPHISTICATED CULTURE OF JAPAN.

### DESIGN APPROACH:

USE OF JAPANESE MINIMALISM AND TRADITION, BOTH OF WHICH NEED NO EXPLANATION AND RESONATES AROUND THE WORLD.

THE FRONT CHEST AND SHOULDER GRAPHICS ARE INSPIRED BY JAPAN'S WELL KNOWN IDENTITY OF THE RISING SUN. THE GRAPHIC LINE WORK CREATES AN ENERGETIC SOURCE OF POWER THAT REPRESENTS THE SUN AT THE HORIZON LINE. THESE GRAPHICS ARE A BALANCE THAT SYMBOLIZES THE ADVANCED LEVEL OF INGENUITY OF THE JAPANESE CULTURE. THE COLOR BLOCKING RESPECTS AND FOLLOWS THE TRADITIONAL JAPANESE COLORS OFTEN USED BY THE FEDERATION.





UNITED  
BY PRIDE





RISE  
ENERGY



HOME AND AWAY JERSEYS



# JAPANESE MINIMALISM



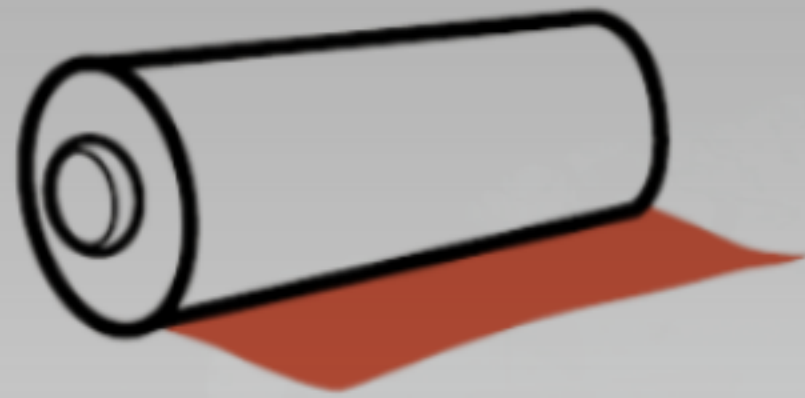






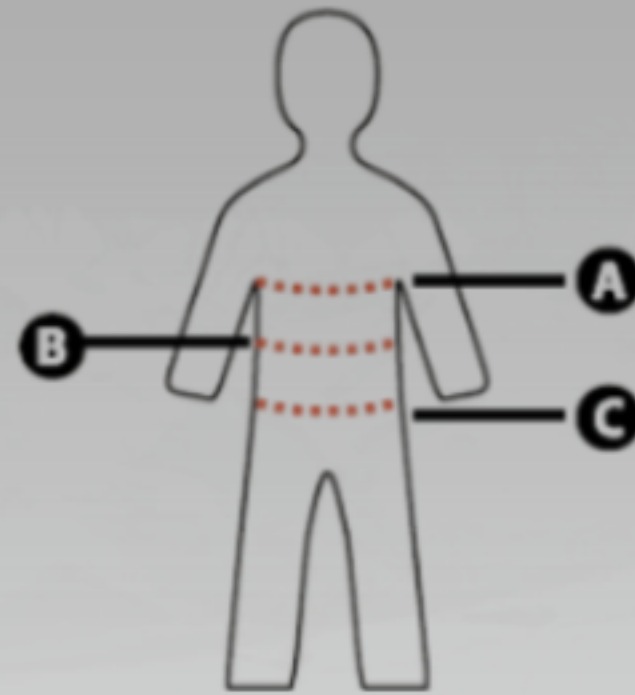






## MATERIAL

- + SUSTAINABLE FABRIC PLATFORM
- + MOISTURE MANAGEMENT
- + STRETCH
- + DURABILITY



## FIT

- + CONSISTENT FIT
- + ATHLETE LED/ DATA DRIVEN
- + BODY SCANNING
- + CLO/ 4D FIT



## CHASSIS

- + ARTICULATION
- + CUFF CONSTRUCTION
- + ZONED VENTILATION
- + MOBILITY





THANK YOU  
OLYMPIC ART DEPARTMENT

