

# OLYMPICS PICK SIX

## Sascoc invites the public to vote on what Team SA wears at opening ceremony

**Daneel Knoetze**  
STAFF REPORTER

FOR THE first time, ordinary South Africans will have a say on the official kit their team will wear at the Olympic Games and Paralympics.

SA's Olympic governing body, Sascoc has called on people to vote on kit designs by local designers. The winning kit will be worn by the Olympic and Paralympic teams at the respective opening ceremonies of the Games in London later this year.

When Sascoc made the announcement that entries for the kit design competition were open, more than 20 local fashion houses and designers submitted their designs. In the end, the list was narrowed to six finalists by a diverse panel of judges.

"Sascoc has often taken flak from the South African public for the designs that our teams wore at the Olympic and Paralympic opening ceremonies. This competition is an ideal opportunity for the public to now be part of the decision-making process around the kit design.

"It is also a chance for the public to rally behind their team," said Tubby Reddy, Sascoc's chief executive.

Lead SA, a joint initiative between Independent Newspapers and PrimaMedia, has thrown its weight behind the competition.

Yusuf Abramjee, spokesman for Lead SA, said: "We call on all South Africans to support this and to create some excitement around these great designs. It's a matter of national pride and respect. The opening ceremony is a great way to showcase our country to the world, and we hope that as many South Africans as possible are involved in that process."

Among the judging panel were Miss South Africa Melinda Bam, retired soccer ace and Team SA ambassador Lucas Radebe, former athlete Geraldine Pillay, television personalities Robert Marawa and Carol Tshabalala, plus fashion expert Grant Blackbeard.

Also contributing to the judging process were contemporary sport stars René Kalmer (2008 Olympian and 2012 Olympic marathon qualifier)



**BELJING 2008**  
Swimmer Natalie du Toit carries the national flag during the opening ceremony for the 2008 Beijing Summer Olympics  
PICTURE: GETTY IMAGES

and wheelchair tennis player Lucas Sithole.

● To enter, SMS the keyword for your chosen kit, followed by your name and surname to 34923. For example: Kit7, Joe Soap. SMSes cost

R1.50. Entries close on June 5.

To view the kit, go to <http://www.you.co.za/articles/Promotions/Win-R10-000-cash-and-fantastic-prizes>

[daneel.knoetze@inl.co.za](mailto:daneel.knoetze@inl.co.za)

## PROFILES: THE DESIGNERS

### COLLEEN EITZEN

**Kit1:** We are inspired by SA, its beauty and diversity. We love the beauty of our flag and everything it represents for our country. We created a rainbow vest for the soccer World Cup and we have translated this design into different looks. We want each athlete to choose the outfit that best suits him or her. We are a diverse nation and want the kit to reflect that.



### GINA@WORK

**Kit4:** Our design are proud, professional and business-like, showing the world we "wear business" and are serious contenders. Choosing this neutral achromatic colour as a base, allowed us to accentuate the SA green, a colour symbolising success, prosperity and growth. An individual yet unified approach, indicative of our diversely united nation.



### CRAIG NATIVE

**Kit2:** This design represents a harmonious mix of SA cultures. This concept of harmony and diversity is what makes it uniquely South African. We incorporated African art forms, such as Ndebele art, and mixed it with symbols of modern SA unity, such as the makarapa. The makarapa was started by one guy and became an international phenomenon.



### JJ SCHOEMAN

**Kit5:** Our national colours and the Olympic colours have everything in common besides the colour white. I therefore opted to use white for the men's trousers and the ladies' pencil skirts. All the buttons are black. The men will wear classic green blazers and the ladies will wear yellow blazers. The look is casual, sporty elegance, colourful and proudly South African.



### GERT-JOHAN COETZEE

**Kit3:** When designing the kit, I kept comfort and practicality in mind, at the same time showing the vivacity and richness of our culture. The lines represent our cultures, races and languages flowing into one, as this symbolises how we all come together to win the Olympics. I added a gold trim to show our countries richness in gold.



### LEIGH SCHUBERT

**Kit6:** After researching Olympic opening ceremony kits from around the world, the styles that historically were the most effective were casual, comfortable, but sharp and simple. I took this as my inspiration for a design that very obviously shouts the SA flag, but not in a literal way. The men's collar and funnel neck of the ladies' design express strength.

