

TAKING CHANCES

Celebrating two decades of the beautiful game.

NIKE takes this as an opportunity to look back and to celebrate 20 years of brilliant football.

It was in 1994 during a sunny afternoon in Pasadena, California, that the statement "Glory is granted to those who risk everything", was made.

It could be said that from that point on, players such as Luis Figo, Fabio Cannavaro and Ronaldo exemplified that style as they defied authority and dared to do whatever to bring victory to their teams and nations. As a tribute to the all-or-nothing approach of these athletes, Nike introduces Nike F.C. – not just a collection but also a badge of honour representing passion, talent, irreverence and most of all the willingness to put it all on the line.

Inspired by the aforementioned legends, current players like Neymar Jr., Jack Wilshere and Dani Osvaldo keep the torch burning through brilliant play, ferocious tenacity and relentless resilience.

Nike has a long history with football beginning in 1998 when the Nike N98 Jacket was first worn by Ronaldo prior to stepping onto the field for Brazil. Thanks to this starring role in football history, the jacket is now worn with pride by footballers worldwide.

Now given a fresh update with a lowered collar and a modern hem design, the Nike F.C. N98 Jacket extends the story of the iconic garment.

"Sem risco não há vitória," the Nike F.C. motto, is inscribed on the crest and translates to "without risk there is no victory."

The Nike F.C. Glory Tee was inspired by the legends of Brazil after the epic 1994 championship. Team loyalty shines through metallic details on the front and back. A taped vented hem connects the tee design to the uniforms worn on pitch.

Other notable items in the collection that define the look of football include the Nike F.C. Saturday Jacket and the Nike F.C. Tiempo 94 sports shoe.

For the full experience, visit Nike.com. – Nadine Fernandez



The black with gold foil emblem Nike F.C. Glory Tee.



A Nike F.C. Glory Tee in white with gold foil emblem.

THE FASHION OF FOOTBALL

Different brands have turned to the FIFA World Cup for inspiration in style and design.

By **BERVIN CHEONG**
star2@thestar.com.my

Bulgari

Paying tribute to Brazil is the limited edition Octo Bi-Retro watch from Bulgari. The dial is meticulously handcrafted using the very traditional champlevé enamelling technique. It, however, does not preclude fanciful and modern touches – the watch's central motif evokes a contemporary interpretation of the Brazilian flag. Green, the traditional colour of the House of Braganza, the former Brazilian royal family, symbolises hope and nature. Yellow brings about the idea of Brazil's natural resources and blue is a tribute to the stunning sky over Rio de Janeiro, where much of the 2014 World Cup will take place.



EVEN fashion is not immune to football fever. You may have thought that the style industry is as far removed from being influenced by the 2014 FIFA World Cup, but it sure isn't so.

From luxury brands to designer and high street labels, plus more, it seems that football is currently as much a part of their world as it is with the fans. Here's a look at some of those that have embraced the sport.

Versace

The Italian fashion house has created a special T-shirt described as a combination between the passions of football and the vivid iconography of the Versace DNA. It features a brand new baroque print – designed using the colours of a Brazilian carnival, and decorated with repeated images of footballs and flowers.

While gold chains and a leopard print have been added to denote luxury, silhouettes of football players connect the glamour of the label with the sportsmanship of Brazil. At the heart of the T-shirt is the iconic Medusa head, with a special Versace rock twist. It is available in two different materials: silk satin for her and cotton jersey for him.



Fred Perry

Fred Perry has created ten country shirts that celebrate the key footballing nations of the 2014 FIFA World Cup. Each shirt is individually made up of the country's respective football colours.

These designs are based on the classic Fred Perry Authentic shirt fit. The body of the shirt and tipping comprise of colours found in each country's flag. The country names can be found embroidered beneath the recognisable laurel wreath emblem. Nations being celebrated with their own individual shirts are England, Germany, Brazil, France, United States, Italy, Japan, Holland, Portugal and Spain. Some of these even have a mini-me kid's version as well.



Snails & Sons

The Malaysian lifestyle brand for kids has unveiled a special collection, created to encourage and allow the young-ones to celebrate and show their support for the tournament along with their parents.

It boasts eight different polo tees and shorts that feature flag colours of the popular nations that will be competing and playing in the FIFA World Cup. This especially cute and limited collection will only be available in size 4 to 14 for boys.



Sacoor Brothers

From Sacoor Brothers is a limited edition collection of football club themed versions of their well-known polo shirts. Seven nations are available: France, Argentina, Brazil, Germany, Spain, England and Italy. You can pair them with the brand's casual and sportswear trousers. Sacoor Brothers has 11 different chino trousers and five bermudas in eleven different fabrics such as light weight twills and poplin, oxford, seersucker and micro designs – which are perfect for watching the game in.



FOOTIE FIX

The mercury is rising, and you can't deny that everyone's itching to get their footie toys this World Cup. You can do likewise by hitting these stores to pick up your seasonal merchandise:

1 AL-IKHSAN AEON Bukit Tinggi Shopping Centre, Sunway Pyramid

If you're gonna go big, then this industry-standard store has it all. From replica jerseys, to Adidas Battle Pack and Puma Trick boots, it's all here. Of course, once you're kitted out, you need a ball, and there's the official Adidas Brazuca to get your kicks with. Spend the right amount and stand to get freebies like woven and sling bags, too.

2 NIKE Nike Store Pavilion, Nike Store KLCC, TFC Lot 10 and Match Up Mid Valley

Kits rule at Nike, which is why the Brazilian, Dutch, Portuguese, English and French national teams have placed their faith in the sporting brand. If you fancy footwear to send those balls whizzing through the air, try Nike's The Hypervenom, Tiempo V, Magista Obra and Mercurial Superfly, all available this World Cup season.

3 KITSCHEN Berjaya Times Square, Paradigm Mall, Setia City Mall, The Curve

There's always been a rock n' roll attitude about football, so it's no surprise that British rock giant The Rolling Stones has gotten in the act with its own brand of clothing apparel with Kitschen. It's new and hot off the press. You can get your satisfaction with these for sure.

4 SPEEDY VIDEO Sunway Pyramid, I Utama Shopping Centre, Paradigm Mall

Not many players ever get to touch the FIFA World Cup trophy. Sure, legends like Pele, Maradona, Zidane and Ronaldo (the Brazilian one) have, so if you're itching to know what that might feel like, get your replicas here. It looks like the real thing y'all. Bring on the samba!

5 7-ELEVEN All outlets

Girls might lose out on their cuddle time during World Cup fever's outbreak, but fear not ladies, there are cutesy teddy bears to keep you company, featuring the biggest nations of the tournament. Snuggle up, we say.

By **N. Rama Lohan**