

This permanent quest for comfort is a recurrent theme in the history of fashion. Sportswear, ever innovative, remains a leader in the field. Polos, trainers, tracksuits, baseball caps, puffer jackets and leggings are now part of everyone's wardrobe. From the gym to the street, from the podium to the catwalk, fashion and sports have a rich common history that sheds light on the way we dress today. 1, **SPORTS**

BEFORE SPORTS

The games of Ancient Greece have left us with an image of an ideal athletic male body has been handed down through generations. Lean and muscled, the athlete is represented as tanned, oiled, and most importantly naked, liberated from all clothing constraints.

In Medieval times, combats on horseback were very popular. Tournaments and jousts are depicted in high colours in manuscripts from the time: the heraldic clothing of the contestants served to sign fealty to a team or a lord. When a knight won a tournament, his lay offered him the sleeve of her dress that was attached and detached with laces. In France, winners still "remportent une manche" (literally "take home a sleeve") in the sam way English players "win a round." During the Renaissance and the modern era, the jeu de paume ("game of the palm" the ancestor of tennis), was played by all social classes. Though the idea of technical clothing was still far off, it was common to change into lighten, often white, clothes to play la paume, a color still associated with tennis today. PARIS

JEUX OLYMPIQUES

3.

BEFORE "SPORT"

In the 19th century, the word "sport" entered the vocabulary as the codification of physical activity gave birth to "sports" in the modern sense: a defined playing field, precise and agreed upon rules, often associated with competitions. This was a logical evolution of the Enlightenment. With the rise of naturalism and hygienics, doctors encouraged their patients to exercise for their health. The first gymnastics and calisthenics manuals were published in the late 18th century.

England played a central role in the development of sports which were an important part of a good education at the prestigious universities. The jersey which were worn to foster team spirit, were also a first step toward freer movement on the field. Great Britain also developed the games of golf and tennis, appreciated by the upper classes at the turn of the 20th century; people played at garden parties where social distinction was most important.

Another 19th century invention: the bi which became widespread in the early 20th century and led to the adoption of new clothing for women.

RHYMED WITH

COMFORT

DIVE IN! FROM BATHING

TO SWIMMING

18th century hygienic theories and the development of train lines in the 19th century encouraged the leisure classes to travel to the seaside and take advantage of the good sea air, wearing simple clothing – their bodies still quite covered up. On doctors' advice, bathing became an acceptable activity. In the 1890s, women's bathing costumes cover the body and were even worn with a cors – no question of swimming, only wading, Men, on the other hand, were wearing one-piece bathing suits or shorts.

Thanks to the first female swimmers, women could finally wear bathing suits. Australian champion Annette Kellerman donned the one-piece suit from 1905 onwards. In 1926, Gertrude Ederle swam the English Channel wearing a two-piece suit at a time when such swimwear did not yet exist to the market. Thanks to the physical practice of swimming, bodies were more and more exposed on the beach and at the municipal swimming pools, giving rise to new acceptable fashion items: the beach pyjama in the 1930s, and, in 1946, the bikini. Today, swimming remains a source of innovation to help champions beat previous records – to the extent that some swimsuits are considered "technology doping."

SPORTSWEAR IS THE NEW BLACK

Today, sportswear is part of every wardrobe. The influences go far beyond the everyday wardrobe: sport is a perpetual source of inspiration in haute couture. Cuts and patterns are revisited and magnified with noble materials. Emblematic objects and symbols, such as soccer balls, are used as decoration. Pashion shows are not left out: events such as the Yves Saint-Laurent show for the opening of the 1998 World Cup at the Stade de France are a testament to the alliance between sports and fashion in the late 20th century. Sporting goods manufacturers and luxury brands now collaborate on joint collections that have enjoyed great success since the pioneering collaborati between Yohji Yamamoto and adidas. Professional athletes have learned the importance of their image both on and off the field, and now take great care of their appearance while playing. Today's champions become spokesmodels for brands. Dior took this scheme one step further in 2021 when they signed a partnership with the Paris Saint-Germain football club. Couture/Fashion houses have aligned themselves with the values of sport; perseverance, team spirit, and overcoming self-imposed boundaries.

Maria Grazia Chiuri (1964-) for Christian Dior, jacket, bodysuit, shorts, Ready-to-wear spring-summer 2022, France, viscose. Paris, collection Dior Héritage © Ludwig Boni

Koché and Nike, Koché × Nike Robe Couture, Ready-to fall-winter 2019-2020, knit, cristal © Paris, Koché

10.

READY, SET.

FASHION!

Activities to help you discover the exhibition in a different way. 3, 2, 1 PLAY! AGE 5 + This activity book is available at the museum reception desk to help yo visit the exhibition on your own. It's an invitation to observe, draw, color, and be creative. Thursday, 6.30 pm to 8 pm. Friday, 11.30 am to 1 pm. Saturday, 11.30 am to 1 pm and 3 pm to 4.30 pm.

Sunday from 10.30 am to 12 pm.

"Dress up your mascot" ages 4-6 and families "Put your socks on" ages 7-10 "From the runway to the pages 11-14

FASHION WORKSHOI AGES 11-14

favorite sport.

Wednesdays from 2.30 pm to 4.30 pm. Tuesdays to Fridays during school holidays from 10.30 am to 12.30 pm and/or from 2.30 pm to 4.30 pm.

"Show the swimwear!"
Four sessions of 2h30, Tuesday to Friday
(autumn holidays),
Discovering the exhibition inspires
young stylists to create a sportswear top
to wear the colors and motifs of their

Your ticket gives you access to the entire museum, so make the most of it and continue your visit to the collections by heading up to the 3rd floor. With over a million works, the Musée des Arts Décoratifs collections are among the most important in the world in this field. Furniture, silverware, ceramics, glass, jewelry, wallpaper, design, as well as drawings, photographs, toys, fashion and textiles, graphic design, and advertising... Let yourself be transported

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Georges Lepape (1887-1971, Tasnion designer), tennis set from Les Choses de Paul Poiret vues par Georges Lepape, 1911, France, facsimile of a collotype enhanced with stencil. Paris © bibliothèq

Couture houses integrated new designs for sportspeople. In 1919 Jean Patou imagined for the Tennis Champion Suzanne Lenglen a pleated dress – especially short for the time

Ice-skating has long been appreciated in the city, but the mountains drew more and more adventurous amateurs from the 19th century onwards. The clothing worn for climbing expeditions was only slightly different from country or hunting wear. Henriette d'Angeville standed out: in 1838 she climbed Mont Blanc wearing trousers designed for the occasion. Thanks to new train lines, the Alps became accessible: at the turn of the 20th century it was fashionable to sojourn in Saint-Moritz and later in Megève. Following WVI, skiing became a favourite pastime of the upper classes. The ancestor of toaty puffer coat first appeared around the same time. To be chic on the slopes, Hermès suggested matching one's sweater with accessories. What accessions.

In the second half of the 20th century,
Westerners who loved a sliding sensation
could find it on the water with surfing,
Originally from Hawaii, surfing first took
off in California, and then in Biarritz. More
than a sport, surfing was a culture with
a particular music and dress-code. In the
same vein, skateboarding, which reached
France in the 1970s, was a counterculture
with distinguishing features.

Sports fans' attire can also be a high stakes game. Around 1900, horse-racing had become a major event where spectators paid special attention to their outfits in order to see and be seen. Designers jumped on the occasion: Jeanne Paquin was one of the first to send models to the races to advertise her latest haute couture creations. A century later, dress codes and representation issues may have changed, but fans' appearance remains important when attending a match. Wearing the jersey of the team one supports, or that of a favourite player, is a recurrent sight in the stands, also worn in everyday life. The fan scarf has also become an indispensable accessory for keeping warm while signalling support for one's team. "Ultras," on the other hand, show their status by developing a defined and codified style.

Thursday 14 December 2023 and Thursday 8 February 2024 from 6.30 pm to 8 pm. Discover the exhibition through a fun mediation program designed by students from the École Boulle. Thursday 19 October 2023.
"The football shirt: a sports object, a fashion object"
by Eva Rodrigues-Gregorio. Thursday 7 March 2024. "Emancipation on horse the divided skirt" by Hannah Morelle.

Our reception staff will be happy to help you. So don't hesitate!

For the comfort and accessibility of all, audio guides, folding seats, wheelchairs, magnetic induction loops, baby carriers, and changing tables are available on level-I near the cloakrooms.

107 rue de Rivoli - 75001 Paris (The entrance is located on the garden side) Open Tuesday to Sunday from 11 am to 6.30 pm Late night Thursday 6 - 9 pm Closed on Monday Tickets on madparis.fr BOOKSTORE - GIFT SHOP + 33 (0)1 42 60 64 94 Open Tuesday to Sunday from II am to 6.30 pm Late night Thursday 6 - 9 pm Closed on Monday

The omnipresence of sports in fashion was also due to fructuous exchanges: athletes-turned-stylists, as did designers who participated in their own way in the Olympic Games — by creating official uniforms for participating teams.

LE LOULOU RESTAURANT 107 rue de Rivoli, 75001 Paris + 33 (0)1 42 60 41 96 Open daily from noon to 2 pm and from 7 pm to 11 pm

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DIA.

EXHIBITION CATALOGUEAvailable in the bookstore - gift shop

When horse riding, women mounted side saddle with both legs on the same side of the horse's flank, as sitting astride with their legs spread was considered immodest. This practice gave rise to santroial changes: knickers were worn under skirts to preserve modesty in case of a fall. Though not visible to the outside eye, they were the first step toward trousers for women. In 19th century England, hunting costumes became more practical thanks to the use of wateresistant tweed and new cuts, which allowed for greater movement. This evolution was nonetheless timid: female archers wore dresses similar to day dresses, and fencers only saw an appropriate uniform develop in the late 19th century. Jean Droit (1884-1961, designer), poster "Paris, 1924, viii" Olympiade. Jeux Olympiques, "1924, Paris, lithography in color on paper. Paris © musée des Arts décoratifs, Christophe Dellière

These new sartorial adaptations contributed to an evo of morals; limits of modesty began to soften as sports contributed to the emancipation of women.

2.

SADDLE UP!

EN GARDE!

Horse riding, hunting, archery, and fencing were utilitarian activities that, over time, became physical hobbies and eventually competitive sports. In the 18th and 19th centuries, dressing for these activities presented a paradox: wearing elegant clothes, which should be more comfortable and dirt-resistant than usual though. Wool and cotton replaced silk.

uted to an evolution

H. Creed & Co (tailor), Three-piece riding habit (Bodice, skirt, saddlebag), ca.1885-1900, Paris, cashmere, woo Paris, musée des Arts décoratis / Top hat, ca. 1870, France. Silk velvet. Paris, musée des Arts décoratis / Hermès, lady sadd 1910, pigskin, vache grain port, goat, steel. Paris, Conservatoire des criestions Hermès / Riding boots, early 20th centur leather. Paris Comstee des Arts décoratis. Christophe Delière.

nis set (bodice and skirt), 1910, threaded cotton per © musée des Arts décoratifs, Christophe Dellière

4. EARLY SPORTSWEAR While the first modern Olympic Games were played by amateurs, athletes professionalization mattered over time and spurred the need for more performative quipment. It was in the 1920s that designers began to produce dedicated sportswear. Warm-up clothes, worn over competition uniforms to keep the body warm before and after trainings, became essential. Launched in 1933, the "Lacoste shirt" - the name given to today's "polo" - remains the most famous example. According to legend, tennis player René Lacoste cut off the sleeves of his shirt, toc constraining to play in. With his associate hosier André Gillier, they developed the cotton piqué, a lightweight knit that both absorbs sweat and allows air to circulate - a boon for the player.

THE BEGINNINGS OF SPORTSWEAR In the 1920s and 30s, marked by the cult of youth, sports were all the rage. Fashion magazines were filled with articles on various sporting activities and their appropriate clothing.

Such passion did not leave the great conturiers indifferent. They created a more comfortable, and casual style, still chic though. Sportswear, a term first encountered in the French press in the late 1920s, was born, featured by characteristics of sports clothes: a lightweight kinit, appreciated by Gabrelle Chanel; practical cuts that permit greater movement; and a general lightness to the everyday wear. Major couture houses opened 'sports' departments – Jeanne Lanvin in 1923 and Jean Patou in 1925. The sporty look, with its false air of nonchalance, appealed to the younger generation.

The Roaring Twenties were also characterized by a taste for speed, thanks to the democratization of automobiles and the early days of aviation. These activities, considered to be sports, also required specialized equipment, that should be practical and elegant at the same time.

SLIDING AND SKATING.

FROM THE ICE TO THE SIDEWALK

To book an activity: +33 (0) 1 44 55 57 66 or reservation@madparis.fr For groups, guided tours and workshops are available for schools, leisure centers, colleges, universities, association, and companies on the days and times of their choice. If you would like to book a self-guided tour for your group, without any activities, book a «group ticket» on madparis.fr. Scan this code to find all the information about the exhibition and the activities:

9. COLOURS AND LOGOS In the second half of the 20th century, sports were everywhere. Following numerous social revolutions, an increasingly liberated body went hand in hand with more relaxed clothing. Circa 1980, sportswear underwent a revival in the more general context of the value placed on sports as part of a healthy lifestyle — an idea already well established in consumerist society. Vogue magazine had its finger on the pulse when it began publishing Vogue Sport in France in 1983. The idea was no longer simply to dress in a sporty manner as in the 1920s and 30s, but to incorporate sport clothing into the everyday wardrobe. In no time at all, it was no longer necessary to be headed to the gymt oslip on a tracksuit and trainers. The first sports clothes were designed with two objectives in mind: comfort and making the athletes recognizable on the field. Colour and logos rapidly took on a central role in making such a distinction. Colour obviously helps to distinguish a team, be it at a national or local level, but it also has other functions Colour can help define a role on the field or on the court (referees traditionally we black), it can give a sensation of power to the athlete (such as in the case of red boxing gloves), or it can signify a victory (like the yellow jersey of the Tour de Franc As the decades have advanced, symbols have occupied an ever-greater place on athletes' clothing. In addition to national or institutional symbols (such sathe Olympic rings which date from 1913), sponsors' trademarks now appear on uniforms, their size and placement precisely regulated by the various sportifederations.

Top: Jeanne Lanvin, (1867-1946), gouache drawir Collection «Sport, Hiver 1928». © Patrimoine Lanvin Bottom: Geo Hodkinson (tailor). Norman Parkins Rowing suit (Jacket, pants, cap), 1930, England, flannel, metal, wool twill, cotton. Paris © musée des décoatisé, Christophe Delhière Opposite: Cyd. Jouny (1968-, shoemaker), sneake Tandem (spring-summer 1993), sneaker Soho (fall-winter 1993), France, suede, leather, cotton, alcantara, perforated leather, metallic leather inlays. Paris © musée des Arts décoratifs, Jean Tholance

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11. STYLE IN THE STANDS