Athleisure is one of the most popular trends in fashion right now, thus the Olympics are an ideal platform for brands to release clothing influenced by sport.

The official US Olympic Team ceremony uniforms are made exclusively in the United States by Polo Ralph Lauren.

In preparation for the Games, Nike designed a whole line of athleisure wear for athletes and consumers.

H&M partnered with Olympic gold-medalist Caitlyn Jenner, the Swedish Olympic Team and other professional athletes to create a collection of athletic wear including leggings, sports bras, running jackets and shorts, and shirts.

Ryan Seacrest debuted a 13-piece athleisure wear collection inspired by the Games. This comes in tandem with his upcoming TV appearances as host for NBC’s late-night Olympics coverage from Rio de Janeiro.

Apple designed a series of special edition Apple Watch bands inspired by the Olympic Games in Rio de Janeiro
COUNTDOWN TO RIO 2016: FINAL WEEK

Fung Global Retail & Technology is counting down the weeks until the 2016 Summer Olympic Games in Rio de Janeiro, Brazil, which begin on August 5. The Olympic Games have evolved into one of the best managed global brand marketing outlets in the world due to their global reach, and they are one of the largest and most profitable of all media events. We will track developments and news related to business, the economy, politics, retail and technology in the run-up to the Games.

Source: Wilkinson Eyre

COUNTDOWN: FINAL WEEK

ATHLEISURE CASHES IN ON THE OLYMPIC GAMES

Fashion labels and brands are cashing in on the timeliness of the boom in the athleisure trend in tandem with this year’s Olympic Games. The rise of the health- and tech-conscious millennial has contributed to the popularity of athletic wear including sneakers, and this moment in sporting history provides an opportunity for brands to capitalize on this movement.
Athleisure is one of the most popular trends in fashion right now, thus the Olympics are an ideal platform for brands to release clothing influenced by sport.

Brands ranging from Apple to H&M are releasing Olympic-inspired active wear for the Games.

**POLO RALPH LAUREN REDEEMS ITSELF FROM 2012 MISHAP**

Polo Ralph Lauren designed some of Team USA’s uniforms for the 2012 London Olympics. The company was famously shamed online for including French berets and preppy blazers in the opening ceremony ensembles. This year, the fashion house is again responsible for uniforms. For the closing ceremony they chose to stick with the basics. According to a company representative, the firm designed a “sporty and classic” collection. The official US Olympic and Paralympic Team ceremony uniforms are made exclusively in the United States.

*Source: ralphlauren.com*

The company also released a collection specifically inspired by Team USA for the consumer. Proceeds from purchases will go to help Team USA fund training and participation in the Games.
NIKE RELEASES CONSUMER LINE INSPIRED BY THE CLASSICS AND RIO’S BEAUTY

Nike has a history of being an Olympic footwear outfitter and has supplied shoes to Team USA basketball, track and field, and lounge and athletic wear to most sports in the Olympics. In preparation for the Games, Nike designed a special line of athleisure wear for Olympic athletes and consumers.

For the Olympic athlete on Team USA and Team Brazil, Nike has all the bases covered for the moments when the athlete is not competing, including their time to shine on the medal stand, at the press conference or just hanging out in the Olympic village. Over the past three years, Nike worked on designing a complete package for athletes from all 41 sports that mixes footwear and apparel ranging from size XXS-4XL.

Source: nike.com

For the consumer and Olympic fan, Nike released a series of running shoes and sneakers that use a colorway inspired by the “tropical rainforests and the fauna that thrives in the environment: birds, with their attention-grabbing, color-shifting feathers; beetles, with their futuristic shining shell,” according to the company’s website. Shoe designs include the Nike Air Zoom Pegasus 33, Nike Free RN Motion Flyknit, Nike LunarEpic Flyknit, Nike LunarEpic Low Flyknit, Nike Air Zoom All Out Flyknit, Nike Free RN Flyknit, Nike Free RN and the Nike LunarGlide 8. All models will be for sale to the public.
Nike also released a series of revamped classics including the Air More Uptempo “Olympic” made famous by Scottie Pippen who played basketball in the 1992 and 1996 Olympics for Team USA, and the Air Max BWs “USA” that debuted during the 1996 Atlanta Olympics. The company also released a red, white, blue and gold version of the Air Presto Ultra Flyknit.

H&M releases “For Every Victory” Activewear Collection

H&M partnered with Olympic gold medalist Caitlyn Jenner, the Swedish Olympic team and other professional athletes to create a collection of athletic wear including leggings, sports bras, running jackets and shorts, and shirts. According to the company, the result of the collaborative work is a collection of “high fashion technical sports pieces for everyone to wear.” The collection debuted in stores and online on July 21.
H&M also designed the uniforms for the Swedish Olympic athletes, including outfits for the opening and closing ceremonies and the athletic competitions in between. H&M’s Olympic uniforms are made from sustainable materials such as recycled polyester.

**RYAN SEACREST LAUNCHES MENS’ SPORTSWEAR COLLECTION “DISTINCTION RIO”**

Launched at the end of June, Ryan Seacrest’s new menswear collection also takes inspiration from the upcoming Games. The 13-piece collection is known as “Distinction Rio” and is sold exclusively at Macy’s stores and macy’s.com. The collection includes a $135 color-blocked bomber jacket, $50 V-neck T-shirt, $60 cotton shorts, $150 casual knit blazer, $60 microfiber drawstring swim trunks, a $195 gray duffle bag, $60 polo shirts, $58 navy espadrilles and a $42 straw fedora.

*Source: H&M.Com*
Source: latimes.com

The debut of Seacrest’s collection comes in tandem with his upcoming TV appearances as host for NBC’s late-night Olympics coverage from Rio de Janeiro.

APPLE’S SPECIAL EDITION APPLE WATCH BANDS AVAILABLE IN BRAZIL ONLY

Apple designed a series of special-edition Apple Watch bands inspired by the Games in Rio de Janeiro. The collection of 14 bands represents the 14 countries set to compete in August. The bands will only be sold at the Apple Store at VillageMall in Barra da Tijuca in Rio. The bands will be sold in limited quantities for R$329, or $100 and will surely become a collector’s item.

Team USA Sprinter Trayvon Bromell got his hands on one and sported it on his Twitter feed.

Source: Twitter @TrayvonBromell

CONTEXT

Brazil is the first South American country ever to host the Olympics and has faced both challenges and triumphs as it undertook rapid and expansive development in order to succeed in its role as Olympic host.

The Summer Olympic Games will take place August 5–21 in Rio and constitute one of the most highly anticipated global sporting events. The Rio 2106 Olympic Games are expected to generate record-breaking viewership numbers. According to Nielsen, the Beijing Olympics attracted 4.7 billion viewers over 17 days in 2008. In 2012, NBC’s London Summer Olympics broadcasts were the most-watched television event in US TV history. Thus, all eyes are on Brazil as it prepares to host more than 10,000 athletes and hundreds of thousands of tourists.
MACROECONOMIC CONDITIONS IN BRAZIL

According to the Instituto Brasileiro de Geografia e Estatística, Brazil currently faces:

- Unemployment of 11.2%
- Inflation of 9.81% (June 2016 versus June 2015)
- An exchange rate of R$1 = US$0.31
- A 9% decline in retail sales volume in 2016

Figure 1. Brazilian GDP: YoY % Change

![Graph of Brazilian GDP growth from June 2011 to June 2016]

Source: Bloomberg

Figure 2. Price of the Brazilian Real in USD: June 2011–May 2016

![Graph showing the price of the Brazilian Real in USD from January 2016 to July 2016]

Source: Bloomberg

RIO OLYMPICS BUDGET FIGURES

According to the International Olympic Committee (IOC):

- The 2007 proposed balanced Olympic budget from the Organising Committees for the Olympic Games (OCOG) was $2.82 billion.
- The 2007 proposed non-OCOG capital investment budget was $11.1 billion.
- The current operating Olympic budget is R$7.4 billion ($1.85 billion).
- Total private and public Olympic-associated expenditures have totaled $10 billion.
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