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Isilda Pelicano has created the official uniforms for UEFA EURO 2008™, supported by Luís Pereira.

Isilda Pelicano has, every six months since 1991, been producing collections under her own name. Born in 1949 in Alfaiates (Guarda), Isilda Pelicano graduated in fashion design from IADE, the Institute for Visual Arts and Design. She has taken part in various competitions and fashion shows, such as 'Filmoda' and 'Portugal Fashion'. In 1991 she won the 'Smirnoff Fashion Award'.

Her experience in the area of uniforms has grown since creating a department within her own company solely dedicated to designing them. Projects include designs for the Gregorian Choir in Lisbon, Citizens Advice Bureau and Portugal Telecom for Expo '98 before she was selected to design and produce the 'playing kit' for everyone involved in UEFA EURO 2004™.

Image: Euro 2008 SA



The presentation of the official uniforms took place at the Estádio Municipal de Braga, one of the venues for the Final Tournament in Portugal in 2004.

Seeing is believing. The big draw in Montreux at the end of the January will be a Première for the new uniforms designed for UEFA EURO 2008™. Twenty different companies – from Austria, Switzerland and other European countries – were approached during 2005 and, from a short-list of three, the proposal from Isilda Pelicano was unanimously selected.

Pat yourself on the head if the name rings a bell. Isilda Pelicano was also selected to design, produce and distribute the uniforms for the 2004 final tournament played in her native Portugal. "To be honest," comments Isilda, "we

feel honoured to be chosen again because, in a way, it's an acknowledgement that our work at EURO 2004 was successful and our aim now is to make sure people are equally happy about what we do for 2008."

"Our experience in 2004 was an advantage," she adds, "because we can now build on the same concept. For the event in Portugal we worked on the basis that the overall identity should be 'uniform' but with slight variations. For example, the Board and Committee members wore dark brown jackets; other staff had a slightly lighter brown; and the match officials had a slightly more sporty



tion and a competition that has been in existence for half a century. So our aim is to find the right balance between the fashionable and the classical. We want the fabric and the cut to be just right and, in a tournament where people might be in uniform for a whole month, we want it to be comfortable and we want everybody to put on clothes that they enjoy wearing."



The scarf for a female hostess.

Image: Euro 2008 SA

look with stripes. For 2008, the idea is to have the same grey suit for all the, let's say, administrative staff. The Board and Committee members will be distinguished by a white shirt, while the rest of the staff will wear a sort of 'mature pink', slightly magenta shirt. The match officials will also wear that shirt but will have a slightly lighter grey suit. In all cases, the lining of the jacket will be red."

Isilda Pelicano and her Creative Director Luís Pereira were keen to incorporate red into the design, as it is the common denominator between Austrian and Swiss national colours. So watch out for the ties and the belts – and the girls'

scarves, which will be red-and-white. Shirts will be 100% cotton and the suits 100% wool. "We have excellent fabrics in Portugal, but the silk ties and scarves will come from Italy."

Reception staff such as hostesses in hospitality areas, airports etc. will be wearing a more fashionable, informal uniform based on a denim feel with grey and red once again the dominant colours. "I'd better explain that," says Isilda. "When we say 'more fashionable' it's because they don't have to be as formal as the main uniforms, which have to be smart but, at the same time, express the more classical identity of an organisa-



The tie for male reception staff.

Image: Euro 2008 SA