

Spirit of the Olympics helps sell U.S. apparel

By Chad Lorenz
Senior Reporter

With the 1996 Olympic games being held in the United States, Olympic apparel will be a popular fashion this year.

"Everyone wants to be in the spirit of the Olympics," said Julie Mercer, a sales clerk for Lincoln Sports.

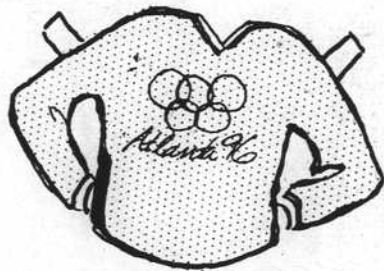
This year's Olympic apparel is available in a lot of styles and designs, she said. Lincoln Sports sells Olympic sweatshirts, T-shirts, jackets and jerseys.

A new item for this year's games are the U.S. Olympic Polo shirts, which sell for about \$40, Mercer said.

The top of the shirt is blue with red and white stripes on the bottom and a red collar, she said. Other Olympic polos come in green and white with the Olympic logo embroidered on the chest.

Lincoln Sports also offers a variety of Olympic sweatshirts, she said, and people seem to prefer the embroidered designs.

"They look a lot nicer. They're a lot classier and more expensive," Mercer said. Sweatshirts range from \$12 to \$56.



"Everyone wants to be in the spirit of the Olympics."

JULIE MERCER

sales clerk for Lincoln Sports

Young adults and children are buying a lot of Olympic basketball jerseys, she said, which are labeled with the names and playing numbers of the U.S. team. The jerseys sell for about \$40.

Craig Morse, store manager of Pro Image, said he had been selling Olympics caps, jackets and jerseys at his store for the past eight months.

But business is starting to pick up, he said, because people want to show their patriotism as the Olympic season draws closer. People are buying more this year because of the pride they feel for their athletes, he said.

"There's a little pride thing going there," Morse said.

Jerseys and lightweight jackets are selling well at the store, he said. The jackets, priced at \$109, come in three different colors—red, white and blue—and some have American eagles embroidered on the backs, Morse said.

Darby Coker, director of marketing communications at Olympic Headquarters in Atlanta, said the Olympic Committee had granted merchandise license agreements to 120 companies. About 1,000 companies applied for licenses.



Scott Bruhn/DN

With the 1996 summer olympics getting closer, shops are now starting to stock their shelves with olympic wear such as this display at Lincoln Sports, 5000 N. 27th.

The companies paying the most royalties to the Olympics include Hanes, Champion, Logo Seven, Starter and Speedo, Coker said.

The royalties earned from the licensed companies will go to pay for the Olympics and the U.S. team, he said.

Coker said he expected at least \$1 billion in retail merchandise receipts, which also includes Olympic jewelry, pens, mugs, flags and other paraphernalia.

Some of the most unique designs for Olympic apparel came from Identity Inc., a coat company in New York, Coker said.

The high-quality coats are made from combinations of wool, leather and denim, he said.

One design is a wool coat with a leather U.S. flag on the back. The stars are replaced by small white pictograms of Olympians who are competing in different sports.

American Heart Association

If you are what you eat, why not cut back on fat?

"Y" Necklaces!

Beads • Chain
Filigrees
Crystals
Charms

• New Items •
Lots of Turquoise
More matte seed beads.
Wire craft supplies & wire
Indonesian Sterling Links
Get ready for summer now!

Beadtrader
1637 P St.
The
"make your own" jewelry store.

STOP SLEEPING WITH YOUR PROFESSORS.

Is it the sound of that whispery voice, or those big, intellectual words? If your professors are putting you to sleep, Revive with Vivarin®. Don't let fatigue get the best of you. Vivarin's® the safe way to stay mentally alert, with the same caffeine as about two cups of coffee. So stay sharp in class. Don't sleep your way to the bottom.



©1995 SB SmithKline Beecham Consumer Healthcare
Each tablet contains 200 mg of caffeine, equal to about two cups of coffee. Use only as directed.