

FROM STADIUM TO

Street

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Source: Wikipedia

A few years back, wearing a Sports Jersey meant showing your support and loyalty for that team. It meant waking up at 3AM to watch football games, and celebrating a goal so loudly that all you woke all your neighbours up. Now? It's baggy jeans, silver chains, and TikTok fit checks. Somewhere between the stadium and recent fashion trends, Jerseys stopped being sportswear and became streetwear. But what has actually triggered this change?

THE SHIFT: FROM PERFORMANCE TO PERFORMATIVE

Originally, Jerseys were designed for performance.

1900S - They were manufactured using lightweight synthetic fabrics designed for breathability, durability, and sweat control.

2000S - Badges were heat pressed to reduce weight, and companies like Adidas and Nike came up with technologies such as Dri-Fit in order to optimize performance.

At the same time, **Adidas** and **Nike** began to manufacture **replicas**. Although they have the same design as authentic pieces, the replicas are slightly heavier, more affordable, and intended for everyday fans.

PRESENT DAY - Today, Sports Jerseys are far more widespread and socially visible than ever before. They are no longer worn only in stadiums, but styled with denim, cargos, and sneakers. Even though the Jersey itself remains similar, its context has shifted from performance to lifestyle.



Source: Facebook

THE INFLUENCE OF SOCIAL MEDIA

A key driver of this change is **Social Media**. The rise of Platforms like **Instagram** and **TikTok** have reshaped how fashion trends emerge and spread.

With striking colors and unique patterns, Jerseys are visually interesting by default. Exposure through outfit posts and social media content normalises Jerseys as everyday fashion and nice pieces to wear. Trends such as Blokecore and Boots Only Summer feature football jerseys and boots as fashion pieces to complement outfits.

Additionally, according to **McKinsey's State of Fashion 2025**, a fashion industry report, they showcased how much influence social media has on shaping what people wear.



A comparison between the replica (left) and authentic (right) versions of a Manchester United Jersey

Source: World Soccer Shop



Source: Wikipedia

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Due to the same reason, the current fashion scene is dominated by the vintage aesthetic and Y2K revival. Hence, older Jerseys have become increasingly popular due to their bold colors and oversized silhouettes that align with current fashion trends. Even companies like **Adidas** have reissued older Jerseys and created new designs based on retro aesthetics. Hence, jerseys are no longer just a symbol of team loyalty, but a piece of culture reshaped by media and worn as a statement of identity beyond the game.

2026 WORLD CUP Fiesta!



TRADITION MEETS MODERN DESIGN

As the 2026 FIFA World Cup quickly approaches, major teams are giving fans a fresh look at national identity with the newest kit designs. The new kits blend classic heritage with contemporary design, paying tribute to each nation's history while blending them with modern elements.

HERE ARE SOME STANDOUT KITS TO PURCHASE THIS YEAR!



ARGENTINA THE REIGNING CHAMPIONS

The 2022 World Cup Champions return with an interesting twist of iconic sky blue and white stripes. Adidas featured a unique 3 coloured fading effect, channeling the blue tones from the three previous FIFA World Cup winning shirts in 1978, 1986 & 2022.

Image of Messi's Argentina Jersey
Source: Weston Corp

GERMANY HOMAGE TO GLORY

Germany's home kit nods to past victories by integrating elements of some of their most successful World Cup shirts, such as the repeating diamond shape and details. This will be Adidas's final World Cup kit for Germany after over 70 years of partnership, making it a sentimental favourite for collectors.



Image of Germany's Jersey
Source: Weston Corp

"Jerseys are comfortable and a good way to show your passion for your team."

~ ZECHARIAH, 18

enjoys wearing football jerseys of his favorite teams to show his passion and support.



NIKE GOALKEEPER JERSEYS

Nike has revealed their bold 2026 goalkeeper designs for various countries such as Brazil and USA, drawing inspiration from the loud, graphic-heavy keeper kits of the 1990s, creating a striking statement both on and off the pitch.



Source: Nike