

EVENTS/CAUSES

# Team France sports Berluti for opening ceremony of Paralympic Games

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The Paris 2024 athletes are seen parading in front of Paris' Luxor Obelisk landmark on Aug. 28, dressed in looks from the heritage label. Image courtesy of Berluti/Franck Fife for AFP

By LUXURY DAILY NEWS SERVICE

Italian footwear and leather goods brand **Berluti** is dressing the next set of Paris 2024 competitors.

Showcasing savoir-faire on the world stage, the heritage label dressed Team France participants and staff for an appearance at the opening ceremony of the Paralympic Games on Aug. 28. Berluti's update ushers in the next chapter of a headlining partnership between its parent company, French luxury conglomerate LVMH, and the global event.

## Berluti, Team France take Paralympic Games

Taking to the city's Champs-lyses and Place de la Concorde, athletes sporting full Berluti looks partook in welcome festivities on city streets this week.

Delegation members wore specially designed formalwear created by the menswear house's artisans with national pride in mind.



Last November, Berluti shared plans to outfit Team France at the Olympic and Paralympic Games. Image courtesy of Berluti/Thibaud Moritz for AFP

Opting to use the colors of the French flag, the custom-made, midnight-blue wool tuxedos jackets feature a shawl collar in blue

and red shades with a gradient effect, mirroring the smoky look of patinated leather, the sartorial detail harkening back to the luxury maison's roots.

In light of the International Paralympic Committee production, Berluti offered women a choice of trousers or a skirt, matched respectively with the brand's Shadow sneaker or Lorenzo loafer, while the men of Team France donned a redesigned version of the Shadow runner in navy.

Berluti was named the official outfitter of Team France in November of last year ([see story](#)).

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