

Session 4 – Jumping Dress Code

Jumping Dress Code

The regulations for the Jumping dress code are currently rather complicated and not always abided to, with some labelling the dress code as “old fashioned” as it has not changed much over the past century. At a time where it is important to attract new fans and sponsors to our sport, it was considered the right moment to discuss this topic at the Sports Forum and receive valuable input from the community.

A diverse panel noted the following key points:

- The functionality and what the uniform communicates are key factors to consider.
- There may be a perception outside the sport that the horse is the only real athlete which is not the case. Therefore, the dress code should reflect that the rider is key to the success of the combination and a true athlete.
- It is important to create and promote heroes (both horse and rider) as this is important factor in fan engagement. Therefore, both athletes must be identifiable, as well as the nation which they are representing.
- The sport is unique as man and woman compete as equals which need to be taken into consideration to ensure consistency in the dress code across gender.
- We need to consider how to make the sport relevant to the general sports fan. Tradition and longevity is important but attention needs to be put on the target audience and be open to new ideas and concepts if it results in increasing the reach and making the sport appealing to more people.

Conclusion:

The current dress code has a classic look which identifies the sport and it is functional. In addition, the athletes are very proud to wear their uniforms. For this reason, there seemed to be consensus at the Sports Forum there is no need to stray too far from the current dress code. However, it was agreed athletes and nations should be clearly identifiable and more space could be allowed for commercial branding, while maintaining the integrity of the dress code.

Panellists

Robert Ridland, Chef d'équipe, USA

Christina Liebherr, Athlete; President, International Jumping Riders Club

Guido Betti, Television and Marketing Director, FIVB

Matt Smith, Secretary General, FISA

Mikael Rentsch, FEI Legal Director

Virginie Couperie-Eiffel, Vice President FRA NF; President, Paris Eiffel Jumping

Moderator

Ralph Straus, FEI Marketing Director