

| NEWS

talk about this Olympics Merchandise

During the Olympics and the Paralympics, you couldn't walk down the streets of Paris without seeing aPhryge! This was the red triangular character who was the mascot of the Paris Games. He is based on the shape of the Phrygian hat, a symbol of freedom associated with the French Revolution.

Before the Games, he was seen as a bit of a joke. But he became a huge hit. Merchandise based on the Phryge flew off the shelves of merch stores. You could get soft toys, bottles, backpacks, and all kinds of clothing. There were Phryge-themed things for your house like mugs and towels. You could even get Phryge underpants and sunscreen!

Merchandise is a big part of how the International Olympic Committee (IOC) makes money. They put strict controls on who can use the official Olympic logos and symbols. To use them on your products, you have to pay them a lot of money.

Fans like buying merchandise to show their support for the Games, and as souvenirs to take home. Seeing all the people dressed in their merch and national costumes definitely made Paris a colourful place during the Olympics!

LETTER

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DID YOU KNOW?

The IOC aimed to generate €120 million from merch sales for the Paris Olympics.

Between 10,000 and 15,000 people visited the official merch megastore on the Champs-Élysées every day!

Watch out for the next edition of the ZINE Weekly!