A scarf, a precursor to the bandana, scooters and rock 'n' roll all transformed lifestyles. Nonconformism was conveyed quite naturally by the T-shirt and plimsolls. For the first time, sports wear was found not only in the street, but also in schools, restaurants and at concerts. The revolution affected all the generations. Since then, sport and its attire have become totally integrated in daily life, to the point that when looking through a magazine, it is sometimes impossible to tell if an advertisement is for a brand of sports or casual wear. While the logos that have made the equipment manufacturers' fortune ensure their membership in the street, indeed, these brands understood that to conquer the young market, it was necessary to branch out into "sportswear" wear which could be worn both in town or to the theatre, but also to introduce a "fashion look" to shoes, whether they are for football, running or basketball.

Finally, the biggest stars (Zinedine Zidane, Carl Lewis etc.) are modelling for the designers, while the equipment manufacturers are offering collections that are more and more formal. And, just to come full circle, several champions have their own brands. For sport and the street, of course.

A"tribe", group or club, democratization has become the rule and wipes out social differences. Sportswear has therefore become popular in the world. The only main difference is that women do not compete in ski jumping and Nordic Combined. The only other difference is that women compete only in two bobbled events (two-woman and skeleton), while men have three (two-man, four-man and two-man skis). Women competed in 25 sports at Sydney. Men competed in only seven; women did not.

A short-distance runner, she was the first Ethiopian woman to participate in the 1984 Los Angeles Olympic Games. However, women's freestyle wrestling will be contested in Athens for the first time ever at the Olympic Games.

The first woman to win an Olympic medal for her country in 1985, and it has since become a national discipline. Furthermore, Cuba has been host several times to the Women's Fencing World Cup. Rafaela Gonzalez Ferrer has been a member of the International Fencing Federation (FIE) Executive Committee since 1998.

Born in 1951, the Myanmar Women's Sport Federation strives to promote the participation of young women and girls in physical and sporting activities. Under the aegis of the Myanmar NOC, the Association has set up several sports programmes with the aim of contributing to the development of women and supporting the participation of female athletes in international competitions.

Women and Sport

The 2002 IOC "Women and Sport" Trophies were officially awarded by the IOC President, Jacques Rogge, on the occasion of the IOC "Women and Sport" working group meeting, chaired by Anita L. DeFrantz. The trophies, created in 2000, are awarded annually to a woman or man (athlete, coach, trainer) for their contribution itself or to an institution. It recognises the contribution made to promoting women's sport in all sectors of the Olympic Movement and in the media. The six winners of the 2002 edition chosen by the IOC "Women and Sport" working group from the 44 candidates submitted by the NOCs and the IIFs were: Teige Gebre-Meslich (Ethiopia) for Africa, Rafaela Gonzalez Ferrer (Cuba) for the Americas, the Myanmar Women's Sport Federation (represented by Kyo Ku and Nia Nae Yao Yeid for Asia); Lale Orta (Turkey) for Europe; Helen Brownlee (Australia) for Oceania; and Billie Jean King (USA) for the World Trophy for Africa Teige Gebre-Meslich is one of the few athletes to have contributed to the development of women's sport in Ethiopia. A short-distance runner, she was the first Ethiopian woman to participate in the Olympic Games. Her achievements inspired her to become coach of the men's and women's national short distance teams. Since 1984 she has devoted much of her time to organizing training and refereeing courses in the different regions of her country.

Trophy for the Americas

Rafaela Gonzalez Ferrer has contributed to the progressive development of women's sport in general and, in particular, women's fencing, at both national and international level. She introduced women's fencing to her country in 1985, and it has since become a national discipline. Furthermore, Cuba has been host several times to the Women's Fencing World Cup. Rafaela Gonzalez Ferrer has been a member of the International Fencing Federation (FIE) Executive Committee since 1998.

Trophy for Europe

Lale Orta has been a role model for Turkish women in field sports. In addition to her many sports performances, she created the first Turkish women's football team and became the first Turkish female football coach in 1995. She has also refereed at more than 1,000 football matches. In addition she became the first female football commentator on national television, which made other television channels consider the importance of employing women. Today, as a sports missionary, she travels around her country and continues to motivate and encourage young women and girls to practice sport.

Trophy for Oceania

Helen Brownlee played a key role in increasing women's participation in Olympic sports, as well as in the inclusion of the e.g. men's discipline in the Games of the XXVII Olympiad in Sydney in 2000, where we witnessed the highest level of women's participation in any edition of the Olympic Games. Over the years, she has contributed to the promotion of Olympic education in schools. As an efficient sports administrator at both a national and international level, she continues to serve within different bodies of the Olympic Movement.

World Trophy

Billie Jean King, who was not present at the Lusanne ceremony, is a world-famous tennis player who has won 71 singles titles throughout her career, 12 of which were Grand Slam tournaments. In 1974, she became the first woman to coach a team of professional players. The founder and president of the WTA Women's Tennis Association, she also created her own foundation to promote equality opportunities for all, regardless of sex, race or principles.