



MILANO CORTINA 2026: UNVEILING OF THE OLYMPIC AND PARALYMPIC WINTER GAMES OFFICIAL UNIFORMS

Designed in collaboration with Salomon, Premium Partner of the Organising Committee, the new uniforms will equip 18.000 volunteers and the workforce members taking part in the Games. Torchbearer uniforms were also revealed during the event.

Milan, 12 November 2025 – Fondazione Milano Cortina 2026 unveiled today the official uniforms that will be worn by more than 18,000 volunteers and the Organising Committee staff during the Olympic and Paralympic Winter Games Milano Cortina 2026. Overall, the uniforms will be provided to more than 25,000 people. The uniforms were designed as part of a creative collaboration between Milano Cortina 2026 and **Salomon**, Premium Partner of the event.

More than garments, these uniforms represent a collective achievement, a fusion of innovation, design, and human dedication.

The presentation took place in Milan during a special event that offered the guests an exclusive insight into one of the key milestones of the “*Road to the Games*”.

Uniforms and Volunteers: The Face of the Games

At a global event such as the Olympic and Paralympic Games, uniforms are not just technical clothing: they represent identity, belonging, and team spirit. As the first point of contact for athletes and spectators, volunteers embody the spirit of hospitality and organisation. Uniforms make them instantly recognisable, reinforcing the sense of belonging and becoming a tangible reminder of this once-in-a-lifetime experience.

Wearing the same uniform means sharing a common goal, being part of a group that works together in harmony to make something extraordinary possible. It is a simple yet powerful gesture that stands for equality, mutual respect, and collective commitment. Uniforms unite people from diverse backgrounds under a shared mission, transforming individual contributions into a joint impact.

A Collaboration That Makes its Mark

The creation of the uniforms stems from a solid synergy between Fondazione Milano Cortina 2026 and Salomon, launched two years ago. This project represents one of the most emblematic outcomes of that collaboration, an expression of teamwork that will culminate when uniforms are worn during the Games.

Driven for nearly 80 years by its passion for mountain sports, Salomon has brought its expertise to the project, designing high-performance garments tailored for those who will dedicate their time and energy to an historic event.

Andrea Varnier, CEO Milano Cortina 2026, declares that: “uniforms are not just garments, they are the symbol of our Italian spirit, style and history. The volunteers and staff will bring their passion and enthusiasm, giving the uniforms a unique and extraordinary meaning. The Milano Cortina 2026 Olympic and Paralympic Winter Games represent the perfect synthesis of unity: they connect territories, cultures, and communities. The uniforms themselves are



the result of a collective effort. Together with Salomon, we have created a project that goes far beyond the technical features of these garments: the uniforms convey a deep sense of cohesion, belonging, and team spirit. The images of the volunteers and workforce of the Games will be remembered by all those who will experience the event and will become an integral part of the story, becoming an essential chapter in the history of Milano Cortina 2026.”

A Groundbreaking Project

Developed over 18 months between Milano Cortina 2026 Organising Committee and Salomon’s Annecy Design Center, the project mobilised more than 50 experts, designers, engineers, and technicians to create 17 interconnected garments adapted to every role and climate.

In total, over 400,000 pieces were produced, combining technical performance and visual identity.

Each volunteer will receive a complete kit, designed to ensure maximum functionality across all operational contexts from mountain slopes to city arenas.

The uniforms were engineered around two key environments - city and mountains - each requiring its own balance of protection, comfort, and visibility.

Drawing from Salomon’s outdoor performance heritage, every piece was reinterpreted through this lens of adaptability and human-centered design, ensuring that all volunteers and staff could perform their duties in comfort while projecting a unified Olympic identity.

The Kit includes:

The Outer Jacket: Flagship of the Kit

Redesigned from a Salomon alpine best-seller, this jacket delivers enhanced insulation, weather protection, and a strong visual identity.

It embodies the dual mission of the project: comfort for volunteers and clear recognition for the Games.

Mid-Layers: Function Meets Identity

Designed for versatility, these pieces maintain visibility indoors or in mild weather, blending comfort, durability, and recognizable style.

The Trousers: Practical and Versatile

Two versions: one insulated for alpine conditions, one lighter for everyday duties combining mobility and endurance.

Accessories: Details That Unite

Hats, gloves, and smaller items complete the collective signature of the Games through consistent use of the Vibes graphics

The backpack: Mobility made easy

To support mobility and daily operations, each uniform kit is accompanied by a **TRAILBLAZER 20** backpack, offering comfortable load distribution, practical storage, and ease of movement.

The footwear: A symbol of Salomon expertise

Alongside the apparel system, the **X ULTRA 360 MID GORE-TEX** hiking boots were selected as the official footwear for volunteers operating in mountain and outdoor environments. A staple of Salomon’s hiking range, this model combines support, protection, and all-terrain grip, making it ideally suited for long hours on varied surfaces.



For Milano Cortina 2026, the boot features a dedicated colourway that aligns with the identity of the uniforms.

The Silhouette: A Unified Identity

The true achievement lies in the complete look, not individual garments.

Across 17 items per kit and 400,000 pieces, every element, from apparel to accessories, creates instant recognition and visual unity.

Guided by Salomon's mountain DNA and enriched by the Vibes of the Look of the Games, the silhouette delivers a coherent, trans-category system worn with pride by volunteers and staff.

The result is a dynamic uniform, designed to unite volunteers and staff people under a single visual identity, a symbol of the spirit of the Games.

"These uniforms are the embodiment of how design and collaboration can shape new futures. They merge precision and purpose, turning engineering into emotion and the Games into a collective story shaped by the people who make them possible."

Scott Mellin, Global Chief Brand Officer, Salomon

Mountain DNA at the Service of the Games

The Milano Cortina 2026 volunteer and staff uniforms were guided by five design principles blending Salomon's mountain expertise with the human energy of the Games.

Performance was the starting point. Each piece was engineered to guarantee protection, comfort, and endurance in all conditions. Not theoretical performance, but proven reliability, drawn from products already tested by athletes in the field.

Recognisability followed. Volunteers and workforce needed to be visible and identifiable anywhere, on the slopes, in the city, or behind the scenes, carrying the spirit of the Games in their presence as much as in their actions.

Adaptability ensured that every garment could respond to diverse missions and climates. From the alpine cold to urban logistics, the same kit had to perform seamlessly: one system, many contexts.

Cohesion came next: the idea that identity should never depend on a single piece but on the complete silhouette. Whether wearing a jacket, a mid-layer, or an accessory, each volunteer remains part of a unified visual language.

Finally, an unspoken principle guided the entire process: **Legacy**. These uniforms are built to last, in both material and meaning. They will endure in memories, images, and stories long after the Games, symbols of shared purpose, innovation, and pride.

A Symbol of Belonging

The Milano Cortina 2026 volunteer and staff kit is more than a uniform, it is a shared emblem of purpose, unity, and pride. Each one, through their presence and dedication, becomes a living part of the Games' identity, shaping moments, emotions, and memories that will endure far beyond the closing ceremony.

Together, they embody the human side of innovation: the spirit that shapes new futures.

The Torchbearer Uniform: A Symbol of Movement and Light

Alongside the volunteer kit, a dedicated uniform was designed for the torchbearers who will accompany the Olympic and Paralympic flame across Italy. Created by Fondazione



Milano Cortina 2026 in collaboration with Salomon, this outfit combines technical precision with symbolic design expressing the movement, unity, and continuity that define the spirit of the Games.

The luminous palette and reflective details capture the Look of the Games and was specially designed for the torch relays.

Built with the same attention to comfort, breathability, and durability as the volunteer and staff uniforms, the torchbearer outfit bridges performance and ceremony, embodying both the emotion and the endurance of the Olympic and Paralympic journey.

“The torchbearer uniform is where function meets symbolism,” explains Scott Mellin, Global Chief Brand Officer, Salomon.

“It represents the power of movement to connect people, a light that travels, uniting every step towards Milano Cortina 2026.”

FONDAZIONE MILANO CORTINA 2026

The objective of Fondazione Milano Cortina 2026, in agreement with the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the Italian National Olympic Committee (CONI), the Italian Paralympic Committee (CIP), Città di Milano and Cortina d’Ampezzo, Regione Veneto and Regione Lombardia, Province autonome di Trento and Bolzano, is to plan, organise, finance and implement the Milano Cortina Olympic and Paralympic Games in 2026. Established on 9 December 2019, Fondazione Milano Cortina 2026 is led by President Giovanni Malagò and CEO Andrea Varnier.

SALOMON

Salomon is the modern mountain sports lifestyle brand creating innovative, premium and authentic footwear, apparel and winter sports equipment in the French Alps. At the Annecy Design Center, designers, engineers and athletes intersect to shape the future of sports and culture. At Salomon, we exist to unleash the best in people through mountain sports.

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