

Nike's response to Serena Williams' catsuit ban

by Chelsea Howard



Nike responded to Serena Williams' catsuit ban after the French Open introduced a new dress code for players' outfits, which will make the competitors dress more conservatively at the tournament.

The apparel company tweeted a photo Saturday of Williams wearing the tight black suit at Roland Garros earlier this year with a motivational message. *"You can take the superhero out of her costume, but you can never take away her superpowers. #justdoit,"* the tweet read.

French Tennis Federation president Bernard Giudicelli said earlier this week Williams will no longer be allowed to wear the catsuit at the French Open in the future. "I believe we have sometimes gone too far," Giudicelli told Tennis Magazine. "Serena's outfit this year, for example, would no longer be accepted. You have to respect the game and the place."

Williams compared her outfit at Roland Garros to something from Marvel's Black Panther and said in May the new look made her "feel like a superhero." Williams also explained she felt like it was "an opportunity to inspire a whole different group of amazing women and kids."

The outfit Williams wore wasn't just a fashion statement, though, as it was designed to protect against blood clots. Williams struggled with a swelling of clotted blood after giving birth to her daughter, Olympia.

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Tekst 2

- 1p 2 'Nike's response to Serena Williams' catsuit ban' (title)
What did Nike want to make clear with their response according to the text?
- A that they are convinced Serena made an honest mistake and should be forgiven
 - B that they back all initiatives that make watching matches more interesting for audiences
 - C that they think Serena is a superb tennis player and they support her wholeheartedly
 - D that they wanted Serena's costume to generate extra publicity for Marvel's Black Panther
- 2p 3 Waarom droeg Serena de catsuit volgens de tekst?
Omcirkel 'wel' of 'niet' achter elk nummer in de uitwerkbijlage.
- 1 Ze protesteert ermee tegen de kledingvoorschriften in de tennissport.
 - 2 Ze wil ermee uitstralen dat ze zich sterk voelt.
 - 3 Ze maakt er reclame mee voor haar eigen kledinglijn.
 - 4 Ze draagt hem vanwege een medische kwaal.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.