

A COLLECTION BY **Eline Hofsøy**



**Lady
CHIC**

Dixie

AND ATHLETIC

S P R I N G / S U M M E R / 2 0 2 5

LADYDIXIE
Chic and Athletic

by
Eline Hofsoy



“There is nothing of the farcical nature about the British Ladies' Football Club. I founded the association late last year, with the fixed resolve of proving to the world that women are not the 'ornamental and useless' creatures men have pictured. I must confess my conviction on all matters, where the sexes are so widely divided, are all on the side of emancipation, and I look forward to the time when ladies may sit in Parliament and have a voice in the direction of affairs, especially those which concerns them most.”

- Nettie Honeyball

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Spring Summer 2025
Capsule Collection

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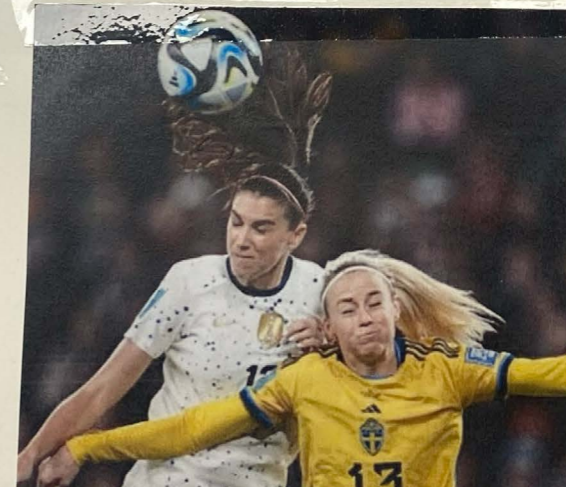
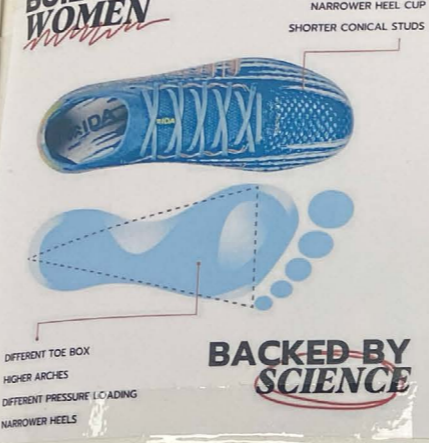
ESEARCH

SAMPLE:
LOOP KNIT
HAND KNITTING FOR
AITANA VEST

2 YARNS TOGETHER,
NEEDLE SIZE: 6
LOOP TWICE EVERY
OTHER MASK
KNIT, PURL
ALTERNATING ROWS



cut.



function. Adidas was the... sleeves elbow-length and shorts knee-length. Each jersey had a looser and baggier look to them. The justification for this is that it was just the style at the time. The jerseys were newly made out of polyester. In the 90s, teams decided to switch from cotton and manufacturing jerseys to made out of polyester.

replicas of jerseys for fans

big net they name + number



Alex Morgan
american striker (former)
captain San Diego Wave FC
helping transform the game in North America
entrepreneur - alex morgan foundation
for women in sports.



Marta Vieira da Silva
brazil's big goalscorer
regarded as the greatest
female football
player of all time



blue
too long and straight
XS men's size



Simple, but effective



Stars & stripes in
fabric structure



Liona kit
headband



Sports Illustrated
- Nike Sportsbra



green field
w/ white lines

In the 2007 World Cup, the change in style began to be much more apparent. The shorts are less baggy and start to get shorter. The arm sleeves are no longer long and loose but much more fitting for the shoulders. Tighter jerseys help a player's aerodynamics. Without loose ends, a player's movement can

Female Icons

Mia Hamm
american football icon
named FIFA world player in 2001 and 2002
sports woman of the year 1997 and 1999



m-store, mens clothing for football (Racathlon Milano)



by Decimo

very tight/loose - sea yarn

“Over the past decade, women’s football has experienced an unprecedented surge in popularity. In 2024, women's football was deemed to be the most valuable women's sport in the world, with an estimated global yearly revenue of over 500 million euros, making up over 45% of the total revenue of women's sports worldwide.”

-Taylor Wessing May 19th 2025



69% of users are interested in women’s football, marking a **4.47% increase year on year**. This growth is driven by expanded media coverage, major tournaments, and the incredible success of UK teams both domestically and internationally.

51% of users believe that 2025 will be the **biggest year yet** for women’s football, setting up exciting possibilities ahead.

55% feel brands aren’t doing enough to support the women’s game. Fans are increasingly aligning with brands that champion women's football, creating new opportunities for partnerships.

In this project I have researched the topic of football and more specifically **WOMEN** in football

I have been playing football for about 5 years as a kid on a girls' team in my hometown Oslo.

I



recently started playing on a local team in Milano and realized that this gained a lot of surprising faces: a girl playing football. Especially being in Italy, the interest around football is very visible, and I realized that I never really knew much about the world surrounding football. Starting my research, I wished to learn more about how it works, meaning sponsoring deals, players contracts with clubs, buying of players, game organization and tournaments, etc. I also started watching more games and quickly noticed



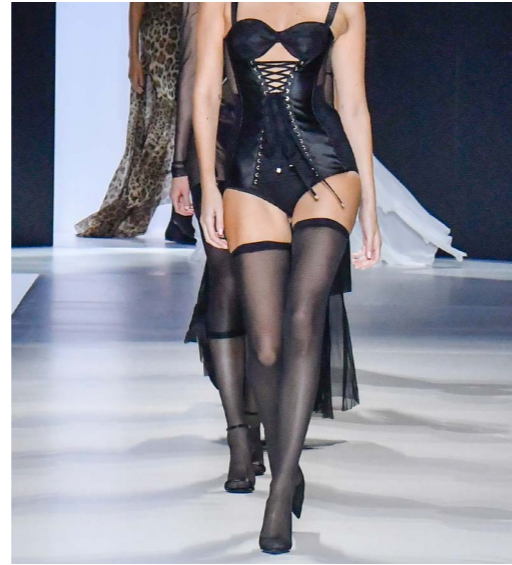
the difference in watching the men's games verses the women's games. First of all, they were harder to find as they would not be prioritized by TV channels or streaming channels. Then the many "less important" games on a lower level would have the same kind of streaming coverage as the games I have played with my team on a non-professional small-tournament level. "Why is this?" I would ask myself. "Where does the problem or difference start?" The lack of TV coverage would lead to less interest in watching the games and thereby also giving less inspiration and normalization of female games for new generations. It is like a vicious circle that I couldn't find an answer to. In order to better

understand the difficulties faced by female players, I started reading the books; *Woman Up* by Carrie Dunn and *Football She Wrote* by Flootlid Dreams Ltd. The books tell independent stories of the many difficulties faced by girls from a young age, such as being on your period whilst playing in white shorts and the lack of protection specifically made for girls. such as breast protection that could prevent injuries. As this is not a normal part of the gear, it is also less accepted to wear on a social level because of thoughts that you should be "tougher" than that. Also the lack of adapted player kits for women has led to many female teams playing in kids' gear or small men's gear when we know that there are biological differences between male and female bodies and that all the technical gear has traditionally been developed to fit and serve the male body.

From the knowledge that I gained through this research, I felt a need to share and communicate these problems



adding softness
through knitted pieces
and yarn embroidery



In the collection I am using key elements from the sport - mixing deconstruction and upcycling of old jerseys that in the future will create a huge waste problem, with knitwear, to create a new idea of what the sporting fans would wear to game events or as street fashion in this plausible future.



knee high socks, stripes,
symbols and numbers,
girls pulling up their
shorts to make them
shorter



CONCEPT

Imagine a future where men and women are equal.
In some ways we are stuck in a present where we are unable to imagine how things could be different because of how they have been in history. This is especially true in women's status in football.

Football has in some ways become a game of politics and money in a sense that it almost reflects society. In a world where men and women are equal, this would be reflected in the sport. However, this is not the case, instead we rather see the opposite with the difference in sponsoring deals, training opportunities, role models, pay, and media coverage.

My wish is for a future where women's football is recognized on the same level as men's, as this would be a world where men and women are equal also off the field. With my collection I want to advocate for a future world where women are remembered as household names.



Looking at the present with a retrospective point of view I play with sarcastic commenting on discrimination issues taken from quotes of male figures in the history of women's sport, such as:

"not suitable for women"
"women's matches have no place in a man's game"
"thank heavens, only a few have succumbed to this madness"



I have taken inspiration from women's undergarments to add a more feminine and sexy edge to a sportswear style. I want the collection to empower women and female athletes by creating feminine alternatives to the mass-produced fan merch we see today in the classic male silhouette.

The designs are developed from a mix of draped demos, visual references to sport symbols such as numbers, socker socks and shoe laces, and female undergarments like corsets and garters.



draping of second-hand
jerseys from vintage markets
and Vinted

M

OODBOARDS

SAMPLE:
KNITTING MACHINE
BROTHER
FOR CHRISTINE
BODY

3 YARNS TOGETHER,
TENSION: 2
ALTERNATING FLAT
RIB KNIT AND RIB
KNIT W/VANISÉ





MATERIALS

SAMPLE:
KNITTING MACHINE
BROTHER
FOR ALEX DRESS

3 YARNS TOGETHER,
TENSION: 1
FLAT RIB KNIT W/
'PART' PRESSED ON
TOP BED

04.



03.



05.



I have chosen to use a combination of knitwear, sportswear and elegant fabrics. The yarns for the knitting are all in natural materials. I have also incorporated upcycling of 2nd-hand football jerseys.

02.



06.






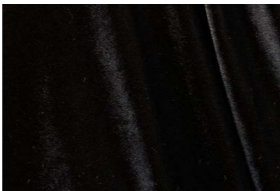




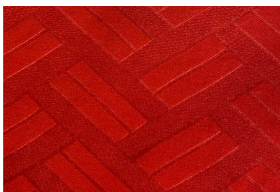

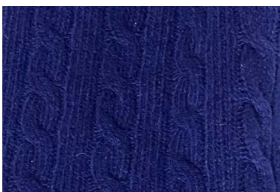


01.



01. Football jersey, Manchester United, from Vinted. 02. Football jersey, Paris, France, from Vinted. 03. Football jersey, France, from Vinted. 04. Football jersey, AC Milan, from Vinted. 05. Football jersey, Olympique Lyonnais, from Vinted. 06. Football jersey, Indianapolis Colts, from vintage market in Navigli.

When women's football has a small viewership, sponsors are less interested. Without sponsors, women athletes have to cover all their own costs. It's already impossible to support yourself as a professional female football player. All of us have to combine it with normal jobs. If you have to pay for your own gear, it is just another setback.”
-Karin Legemate

F01 Bought at 2nd hand market, Navigli Composition: Synthetic No tag			F07 From Vinted Composition: 100% polyester
F02 From Vinted Composition: 100% polyester Made in Italy			F08 From Vinted Composition: Synthetic No tag
F03 From Vinted Composition: 100% acrylic Made in Italy			F09 Stretch velour Composition: 100% polyester Width: 150 cm Cost: €10 /m
F04 From Vinted Composition: 100% polyester Made in China			F10 Silk organza (double) Composition: 100% silk Width: 145 cm Cost: €15 /m
F05 From Vinted Composition: 100% polyester Made in China			F11 Silk organza Composition: 100% silk Width: 140 cm Cost: €15 /m
F06 From Vinted Composition: Synthetic with cotton rib knit collar No tag			F12 Silk chiffon Composition: 100% silk Width: 145 cm Cost: €15 /m
	F13 Knitted braids Composition: 100% wool Width: 150 Cost: €35 /m		

Y01 Systema Naturae Jaipur Nm 2/56 Composition: 70% WS 30%SE			Y07 Art. Frodog Nm 1/42 Composition: 34% WS 25%LI 41% SE
Y02 Systema Naturae Jaipur Nm 2/56 Composition: 70% WS 30%SE			Y08 Drops Snow Uni Color Composition: 100% wool 50g = 50 m
Y03 Giovanni Cavagna Nm 2/28 Composition: 100% alpaca			Y09 Victoria Nm 48/2 Composition: 100% WV Color: White
Y04 Victoria Nm 48/2 Composition: 100% WV Color: Petrol			Y10 Victoria Nm 48/2 Composition: 100% WV Color: Red
Y05 Victoria Nm 48/2 Composition: 100% WV Color: Navy			Y11 Victoria Nm 48/2 Composition: 100% WV Color: Dark red
Y06 Victoria Nm 48/2 Composition: 100% WV Color: Black			Y12 Tasmanian Nm 2/48 Composition: 100% wool Color: Peach

TECHNIQUES



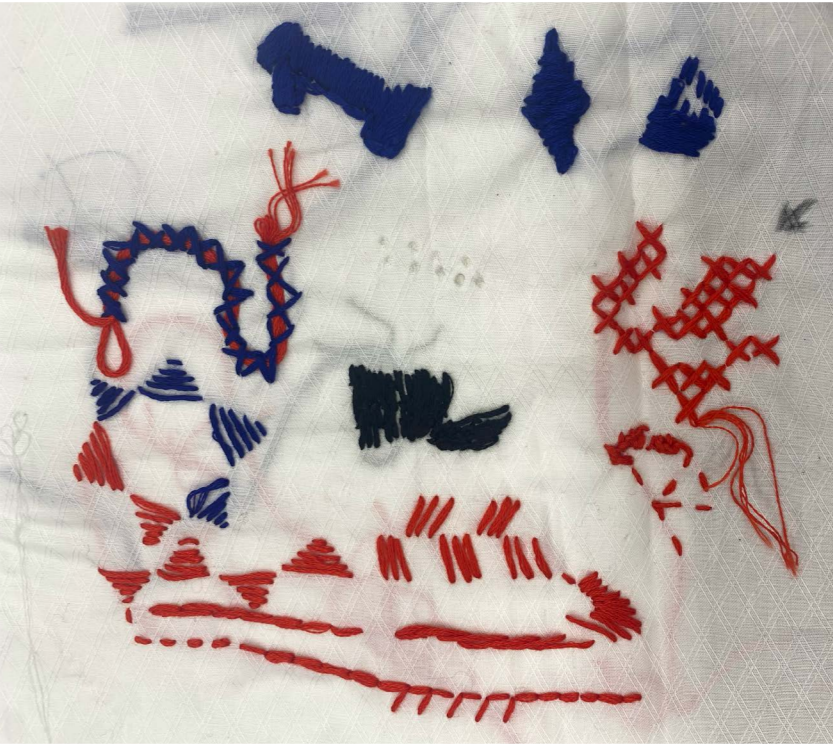
Flat rib



Alternating flat rib
w/vanisé



Rib with vanisé



Hand embroidery on fabric

C

OLLECTION

SAMPLE:
KNITTING MACHINE
BROTHER
FOR ABBY ARM
WARMERS

3 YARNS TOGETHER,
TENSION: 1
JAQUARD KNIT
STRIPES, BACK SIDE



LADY DIXIE

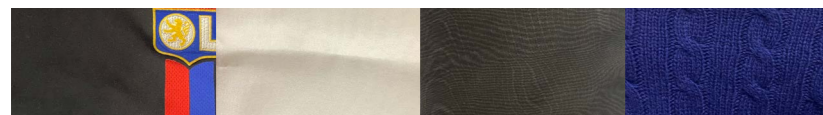
LOOK 1

DESCRIPTION:
Transparent jacket and pant set w/body and oversized sweater

SEASON:
SS25



FABRICS:



F08

F10

F11

F13

YARNS:



Y09

Y10

Notes:
Jacket and pant set
sewn with outgoing
french seams.
Body sewn with
elastic inside all outer
hems.

Oversized knitted
sweater sewn
together and then
hand embroidered
in colors shown.

Trims:
zips: 1 jacket, 2 pocket,
1 back pants
6 metal eyelets, silver
1 shoelace, black





LADY DIXIE, BACK VIEW

VIRGINIA

VIRGINIA

Favorite team:

My favorite team is Genoa
Go Genoa!

Favorite look:

Miss Alex, I also love the combo of
Miss Alex top with Miss Marta skirt.

Where you would be wearing these:

At a girls' night out in Portofino.



Virgi.

LADYDIXIE
Chic and Athletic

NAME

VIRGINIA DONDERO

OCCUPATION/STUDY

URBAN PLANNING

BORN IN

GENOVA, ITALY

LIVES IN

MILAN, ITALY

HEIGHT

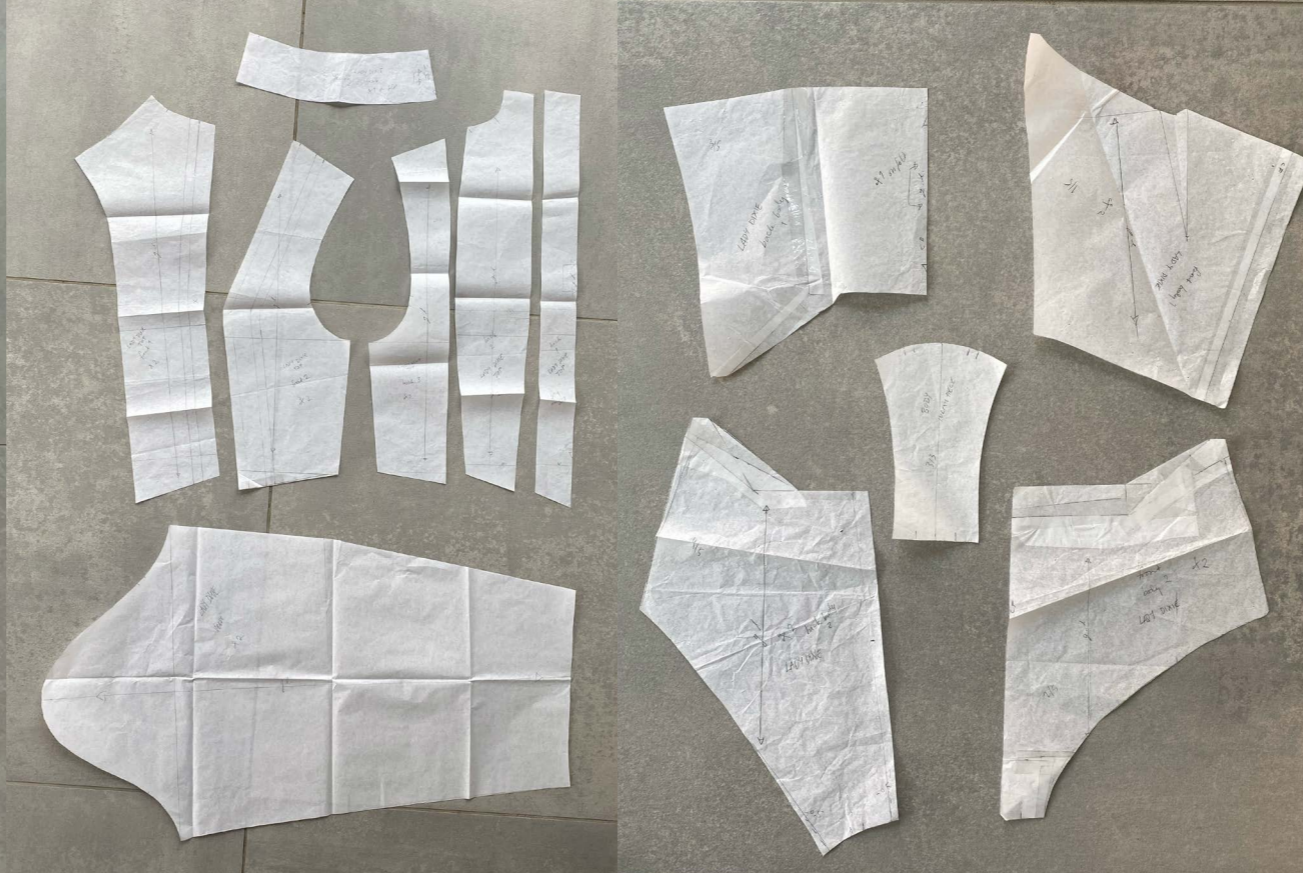
168 CM

SIGN

VIRGO



LADY DIXIE pants pattern



Middle: **LADY DIXIE** jacket pattern
Right: **LADY DIXIE** body pattern



LADY DIXIE sweater pattern



lady dixie
 ↳ add stripes/seams
 on pants
 +2.5 on side seams



pin and handstitch
 sleeves.



taking in back



+ elastic in edge seams

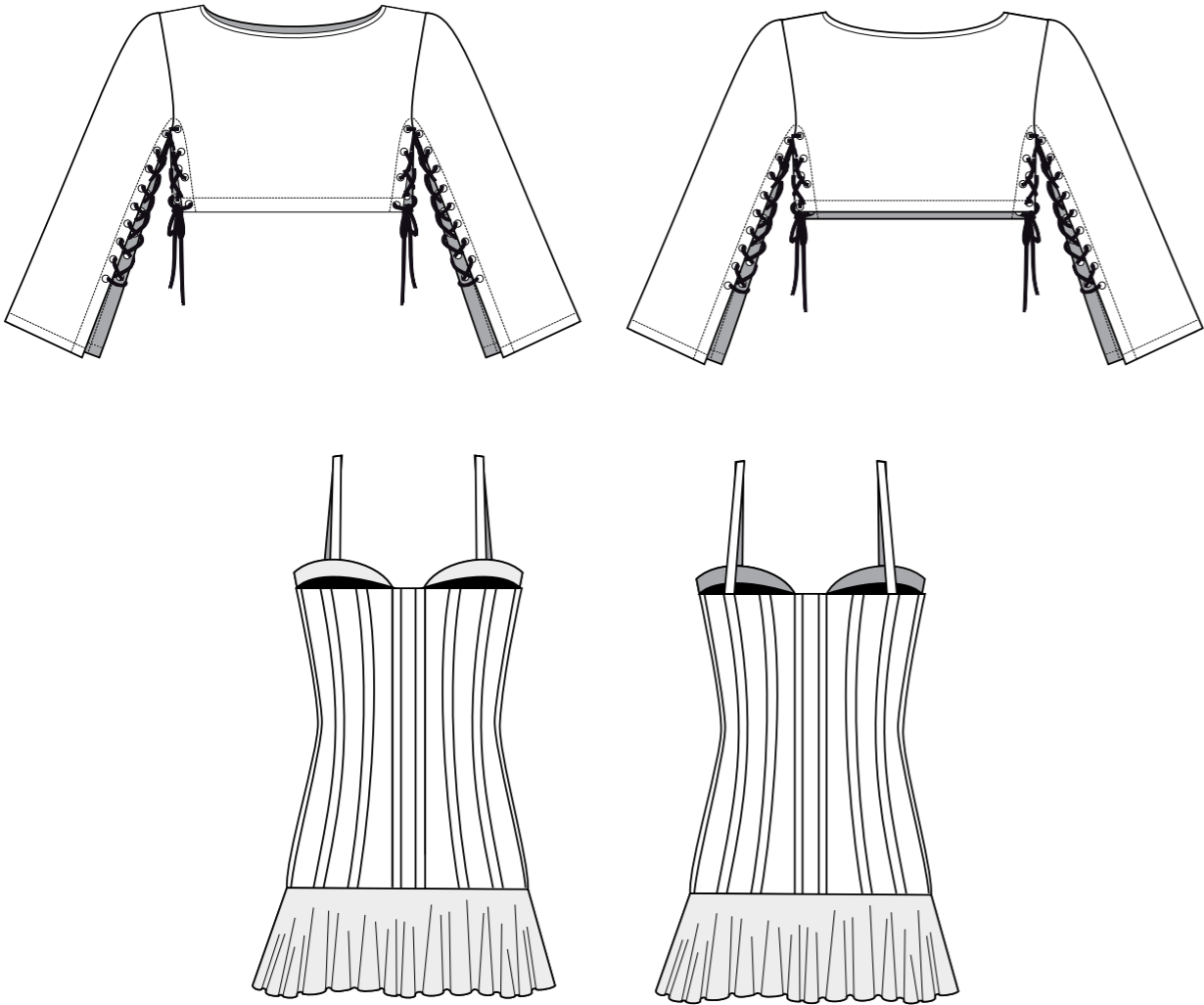


MISS ALEX

LOOK 2

DESCRIPTION:
Knit dress with draped top and crochet number accessory

SEASON:
SS25



FABRICS:



F07 F09 F11 F12

YARNS:



Y06 Y07 Y08

Notes:
Knit dress, sew cups and flounces and attach to knitted base.

Numer 7 is croched by hand with single crochet stitches, edges croched with shoelaces.

Trims:
26 metal eyelets, gold
2 shoelaces, black
1 pair of cups, black
1 pair of bra straps, black





MISS ALEX, BACK VIEW

MARIA

MARIA

Favorite team:

My favorite team is AC Milan

Favorite look:

My favorite look is Miss Abby with the skirt of Miss Christine, adore them together!

Where you would be wearing these:

I would wear it to celebrate the winning of my team in some fancy bar.

LADYDIXIE
Chic and Athletic

NAME

MARIA CICHOSZ

OCCUPATION/STUDY

COMPUTER SCIENCE

BORN IN

WROCLAW, POLAND

LIVES IN

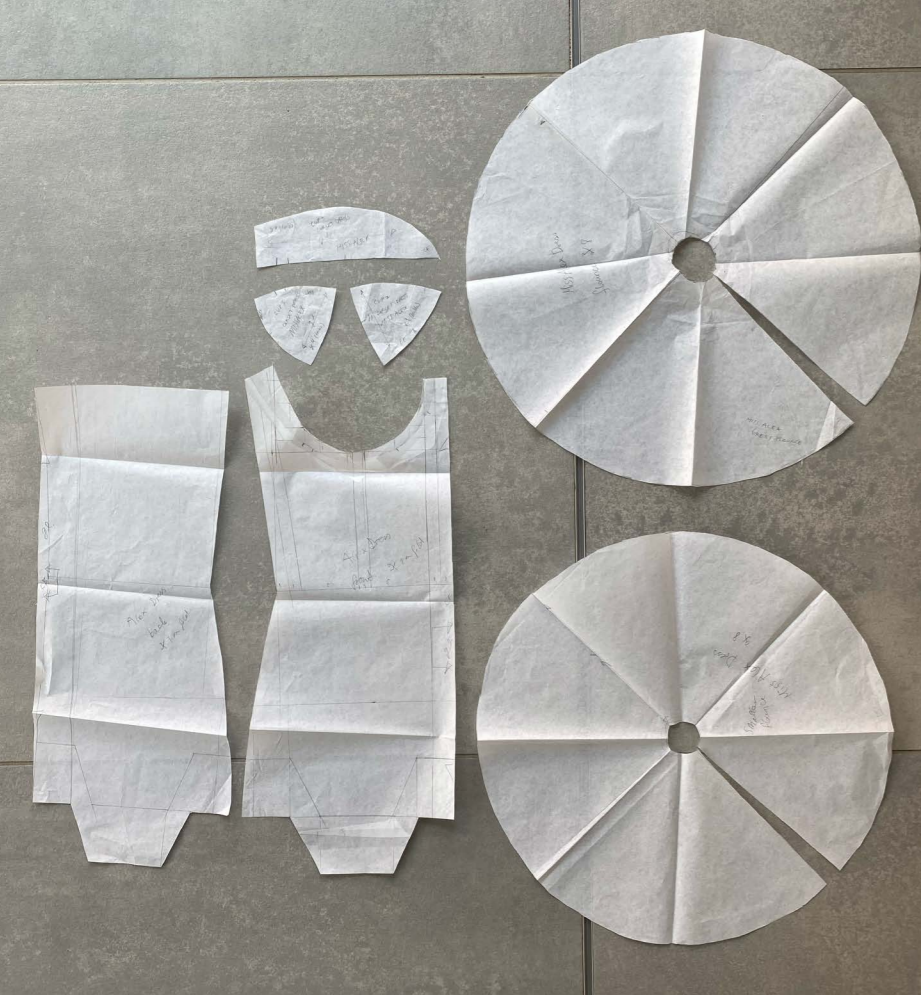
MILAN, ITALY

HEIGHT

167 CM

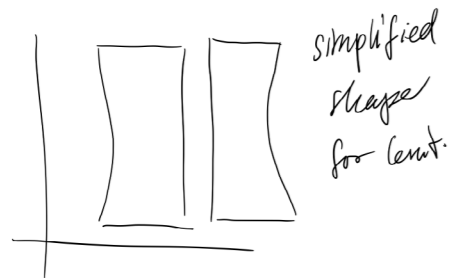
SIGN

GEMINI



MISS ALEX dress pattern test

↑
make knitted panels



double layer organza around breast cup.

KNITTING SEQUENCE

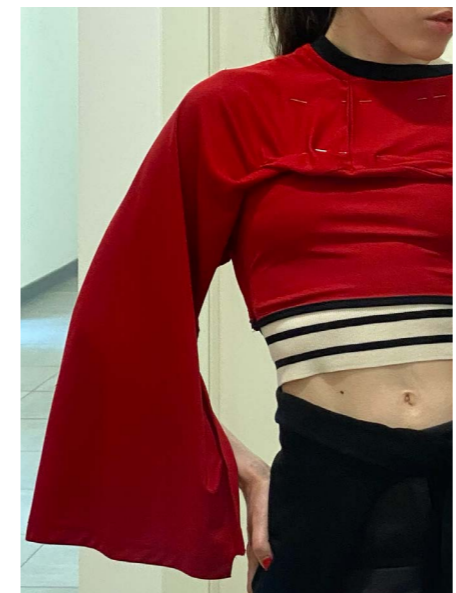
Both beds:
Technique: 5x8 flat rib knit with 'part' pressed on top bed



cut open side seams and use sleeve as bodice



→ gold metal eyelet closing

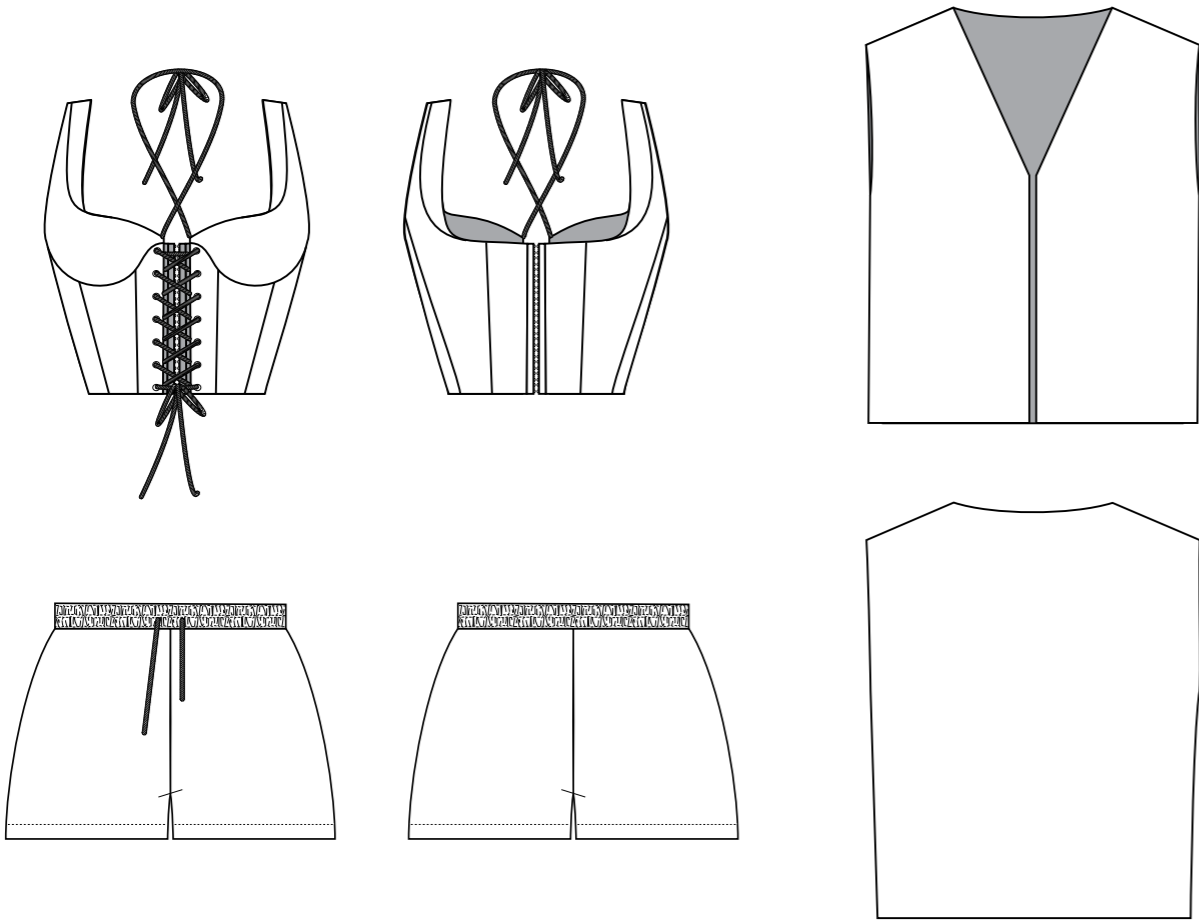


MISS AITANA

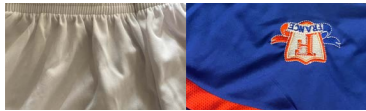
LOOK₃

DESCRIPTION:
Elastic corset top, loop-knit vest and shorts

SEASON:
SS25



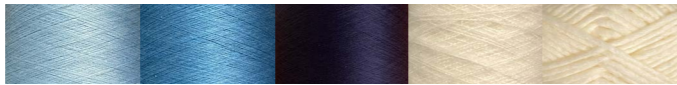
FABRICS:



F02

F05

YARNS:



Y01

Y02

Y05

Y07

Y08

Notes:
Hand knitted vest
with loop knitting
technique..

Shorts decorated
with handstitched
plain knit panels
on the sides and
embroidery with
the number 7.

Trims:
14 metal eyelets, silver
2 shoelaces, black/white





MISS AITANA, BACK VIEW



IRINA

IRINA

Favorite team:

Liverpool

Favorite look:

Lady Dixie

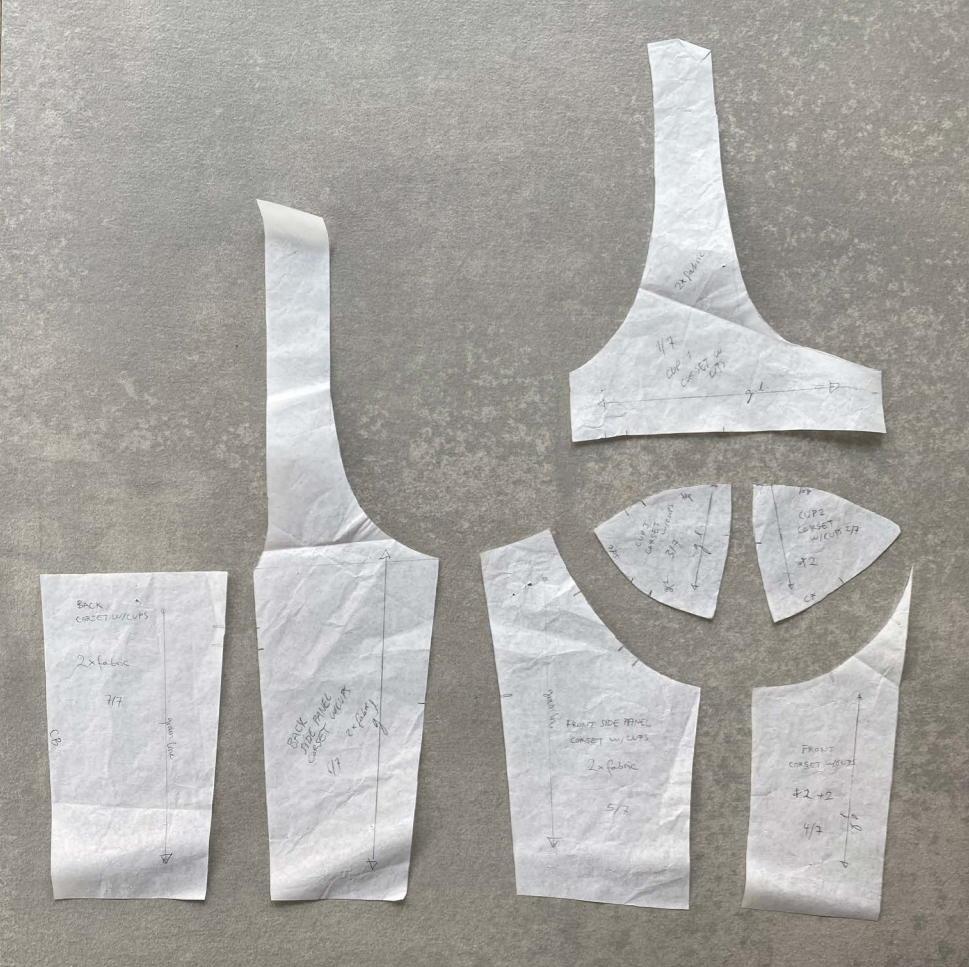
Where you would be wearing these:

At the pitch sideline for working
as a correspondent during the
football match

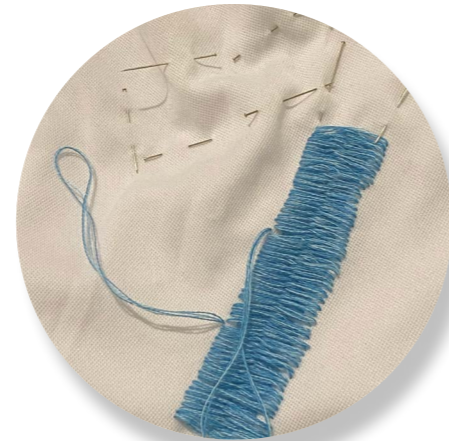


LADY DIXIE
Chic and Athletic

NAME		IRINA ZELENENKO	
OCCUPATION/STUDY			
FOOTBALL JOURNALIST			
BORN IN		LIVES IN	
MOSCA, RUSSIA		MILAN, ITALY	
HEIGHT		SIGN	
167 CM		TORO	



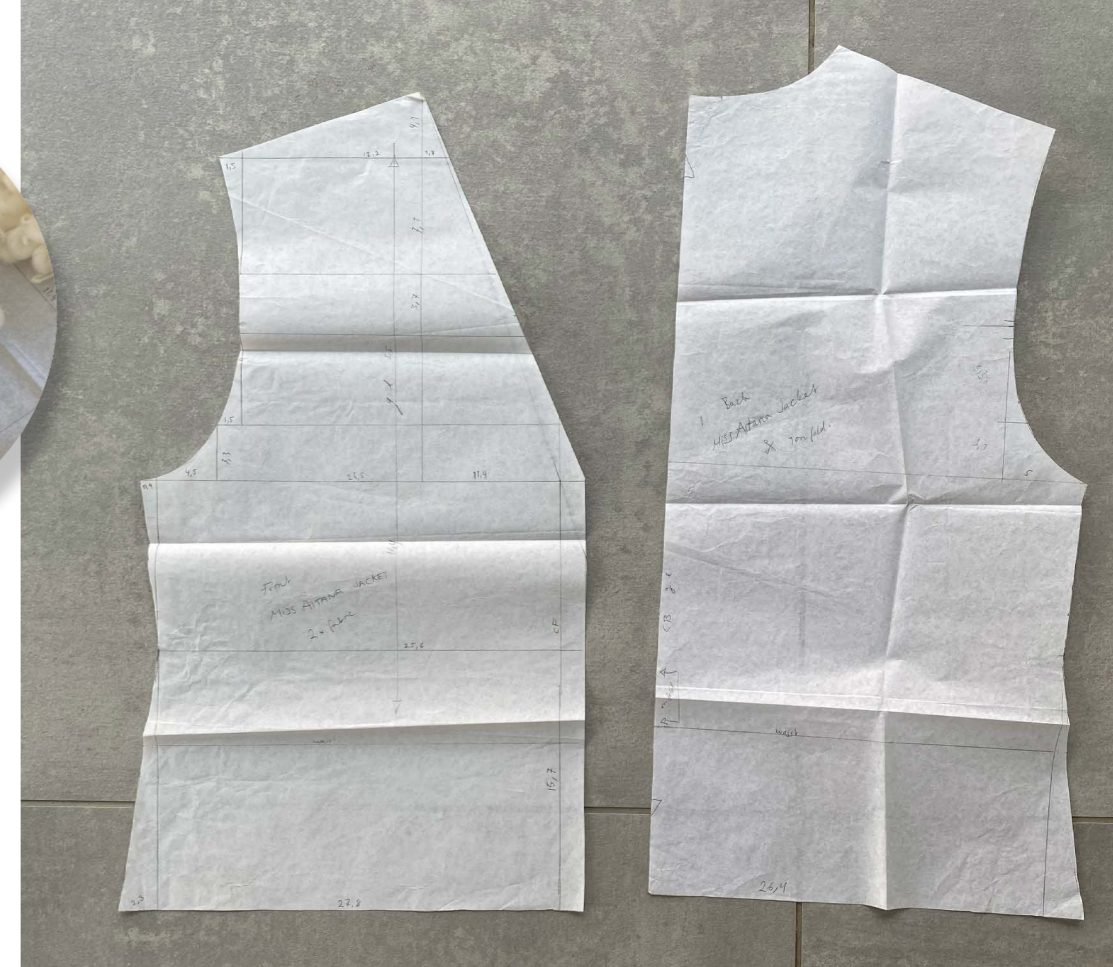
MISS AITANA top pattern



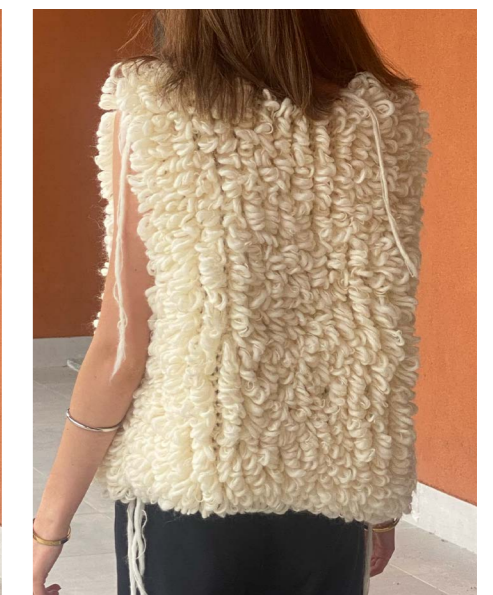
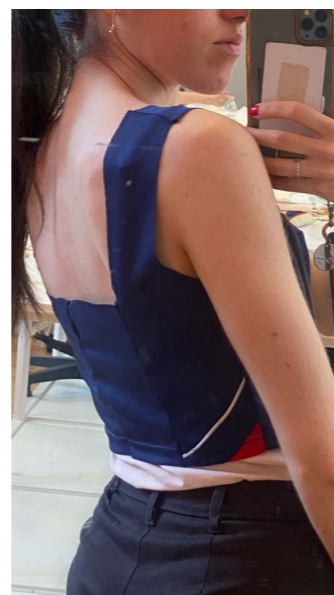
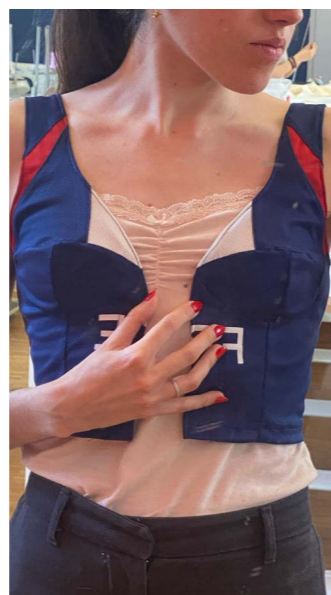
MISS AITANA shorts



shooshoos
+ embroider



MISS AITANA vest pattern

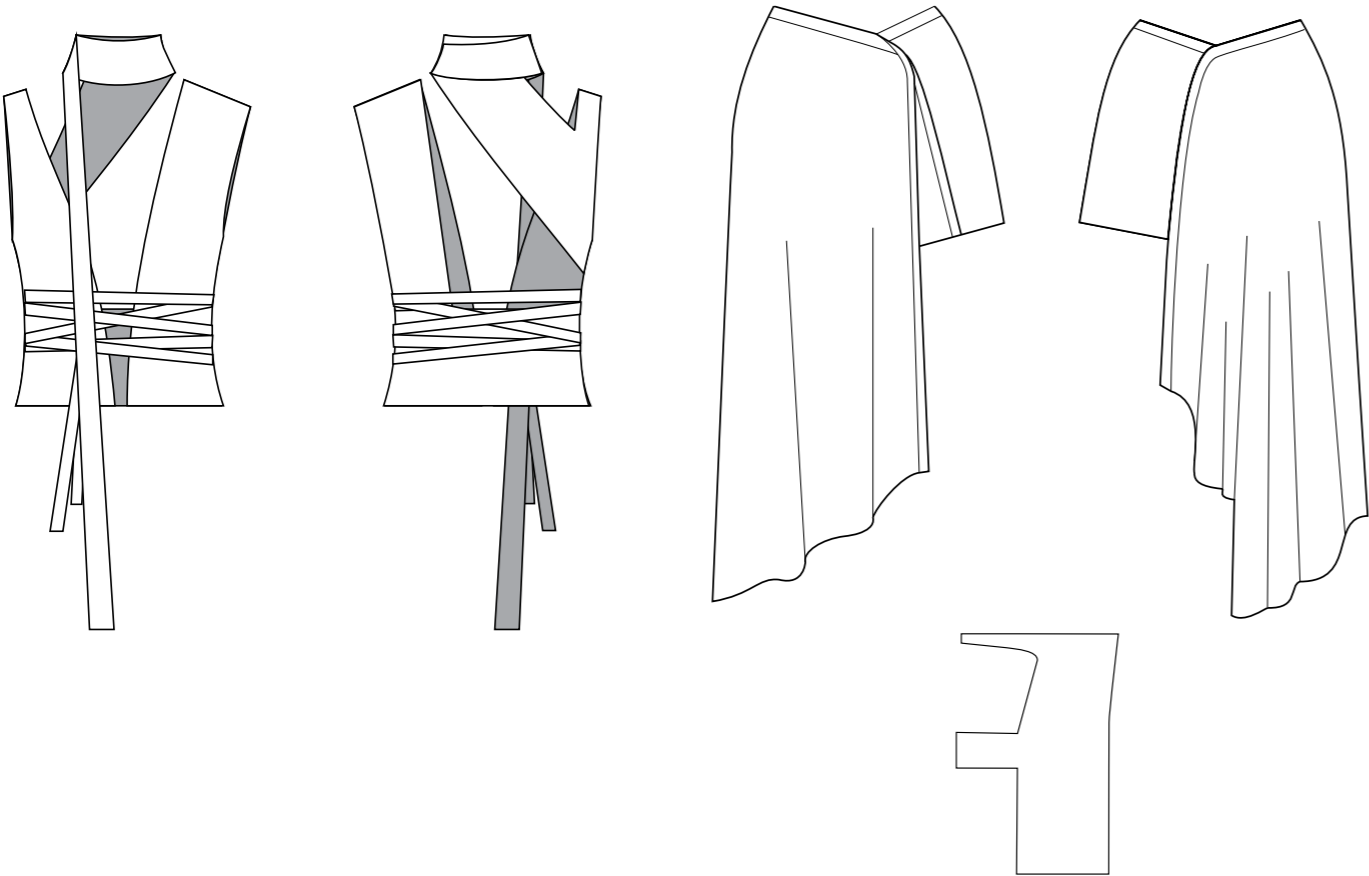


MISS MARTA

LOOK 4

DESCRIPTION:
Knitted asymmetrical top, glove and skirt

SEASON:
SS25

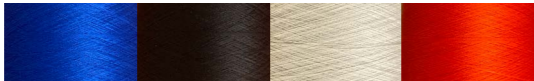


FABRICS:



F04

YARNS:



Y04

Y06

Y09

Y10

Notes:
Sewn top with
knitted neck/scarf
and belt
Glove made from
scraps

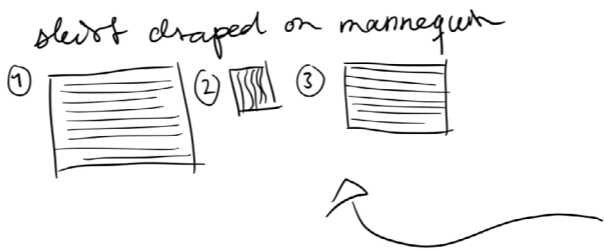
Skirt made from
3 knitted panels
stitched together

Trims:
velcro tape





MISS MARTA top pattern



KNITTING SEQUENCE

Panel 1 and 2

Both beds:
Technique: 3x1 flat rib knit vanisé, sometimes temporarily removing needles to create hole effect

Panel 3

Both beds:
Technique: 2x2 flat rib knit vanisé

+ shirt cup open
seen from above
↓



glove added from
remaining scraps

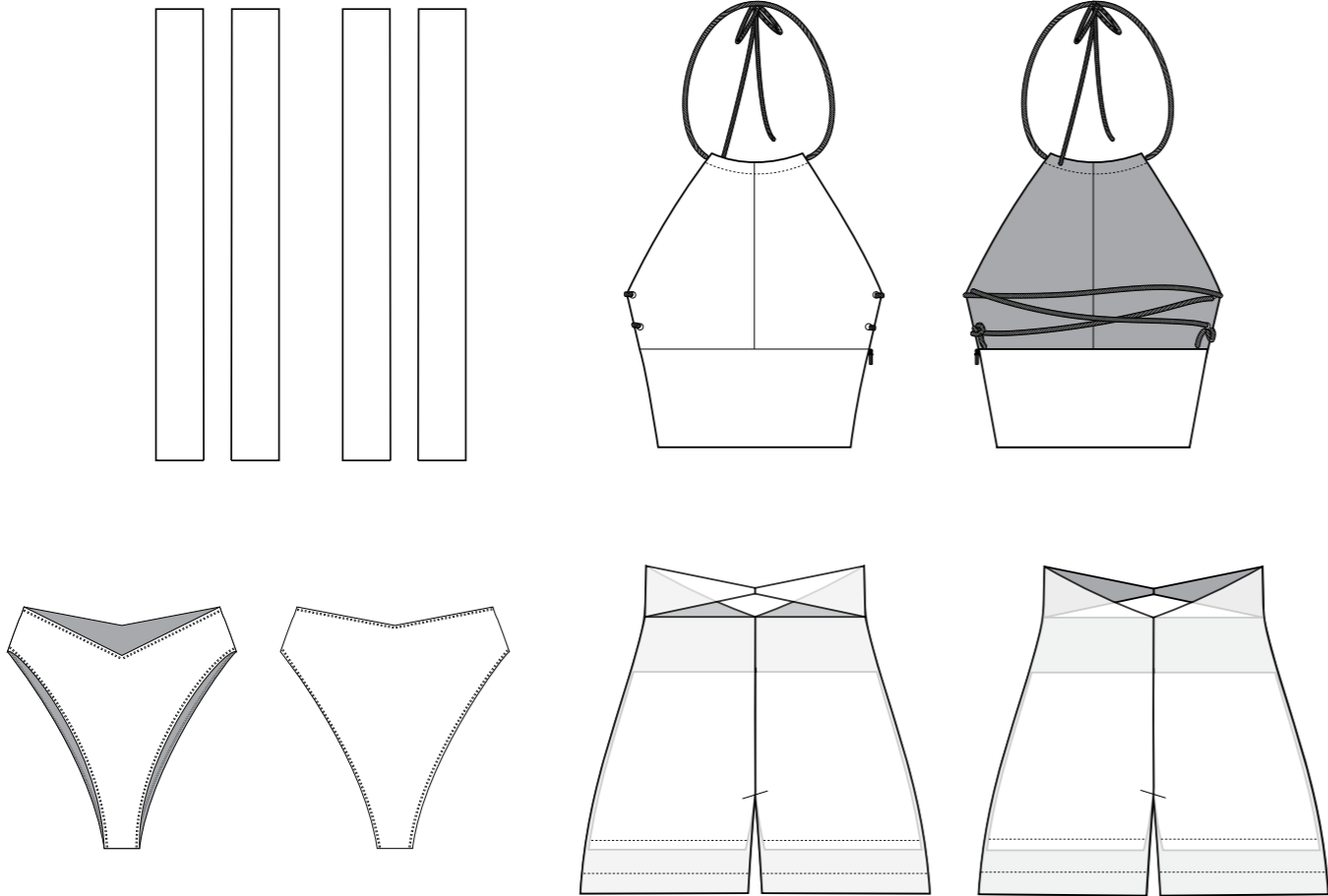


MISS MARTA skirt

MISS ABBY^{LOOK 5}

DESCRIPTION:
Top, panties, shorts and arm warmers

SEASON:
SS25



FABRICS:

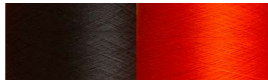


F03

F09

F12

YARNS:



Y06

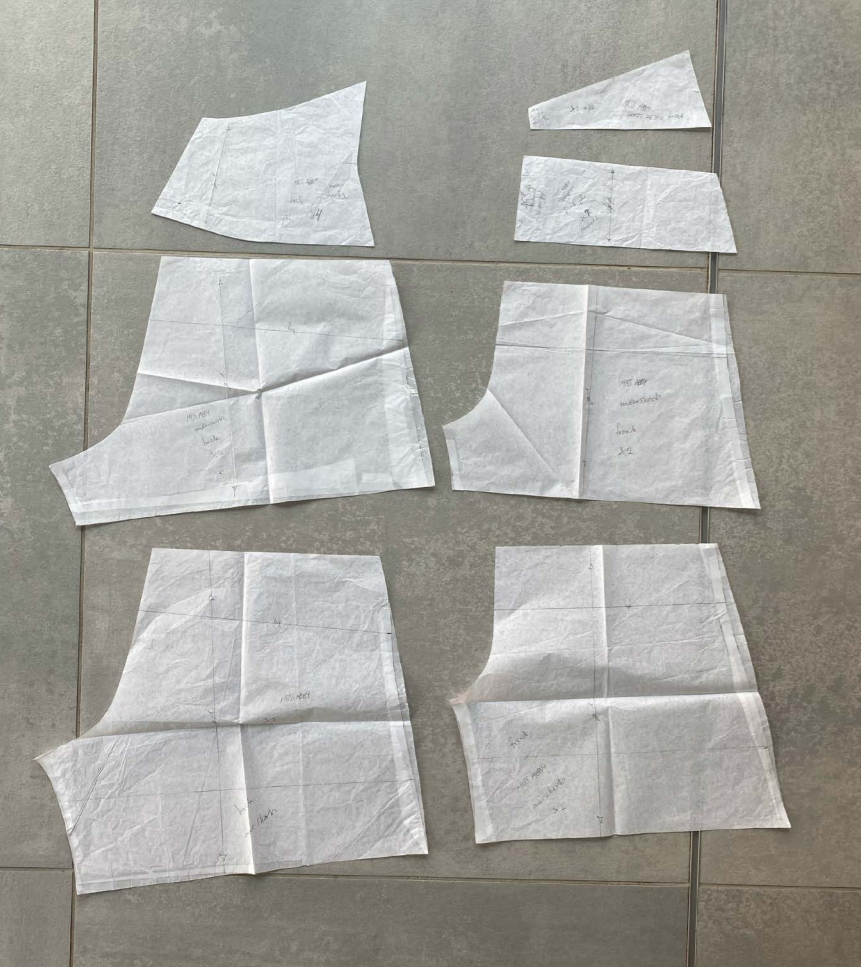
Y10

Top draped on model. Arm warmers from inside out jaquard knit. Pantie sewn with elastic inside seams.

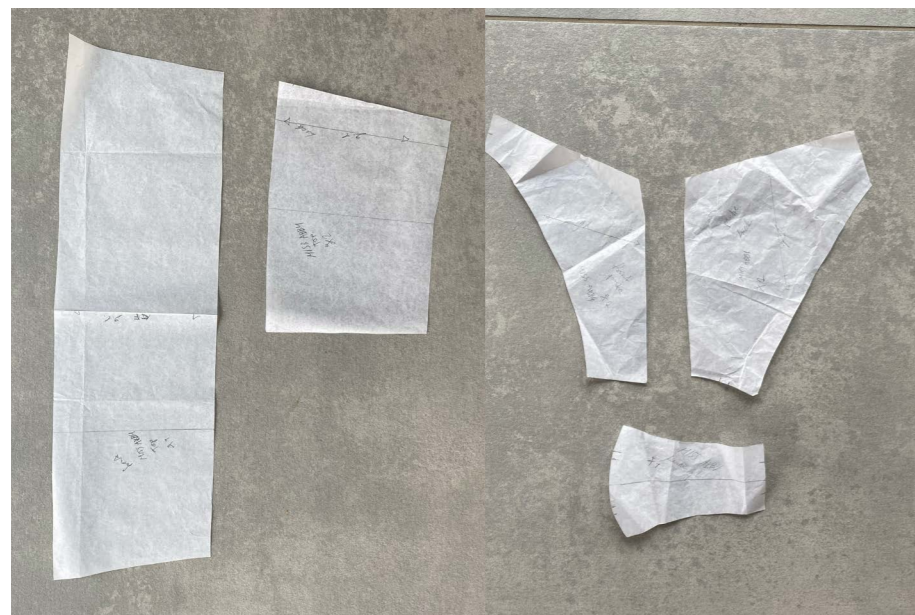
Shorts with double layered chiffon on top part, and one layer velour, one layer chiffon on bottom part.

Trims:
zips: 1 top side,
1 back shorts
2 shoelaces, black/white





MISS ABBY shorts pattern



Left: **MISS ABBY** top pattern
Right: **MISS ABBY** pantie pattern



KNITTING SEQUENCE

Single bed:
6x6 jaquard pattern lines

Technique: black and red
jaquard knit with inlays of
red plain knit



Top draped on model
following stripes.



2 layers
- velour & chiffon

panties finished
with elastic
applied with zigzag,
then topped with
twin needles

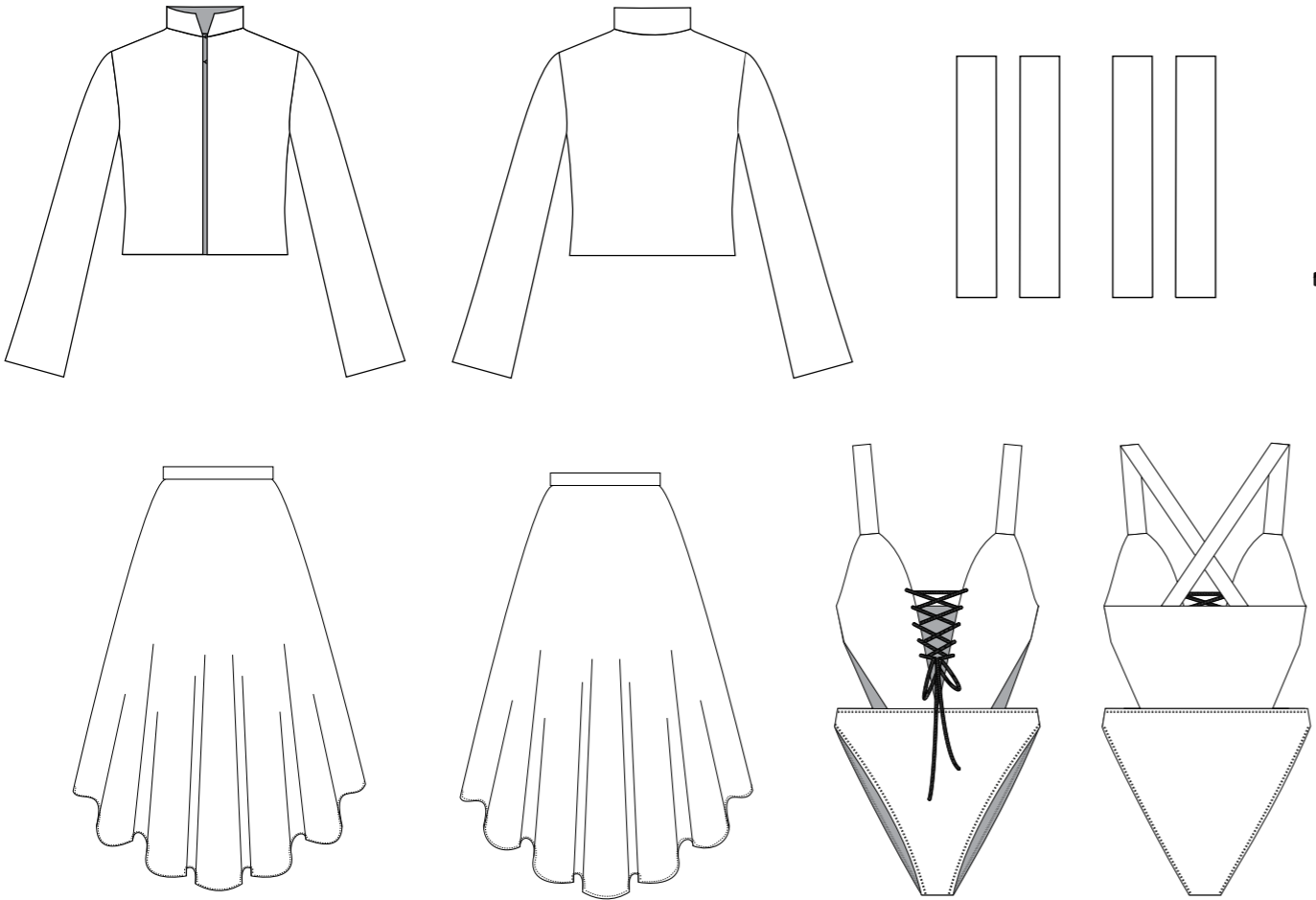


MISS CHRISTINE

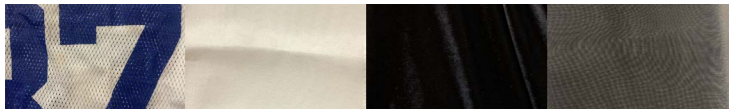
LOOK 6

DESCRIPTION:
Knitted body with skirt, jacket and arm warmers

SEASON:
SS25



FABRICS:



F01 F10 F09 F12

YARNS:



Y01 Y02 Y03 Y12

Jacket sewn from organza doubled with football jersey on the bodice.

Body combining velour underpants with knitted top panels. Top finished by applying internal knitted hem.

Trims:
hook & eye: 2 small for jacket, 2 big for skirt
1 shoelace, orange





MISS CHRISTINE, BACK VIEW

TOMIRIS

TOMIRIS

Favorite team:

Chelsea F.C. Women

Favorite look:

Lady Dixie

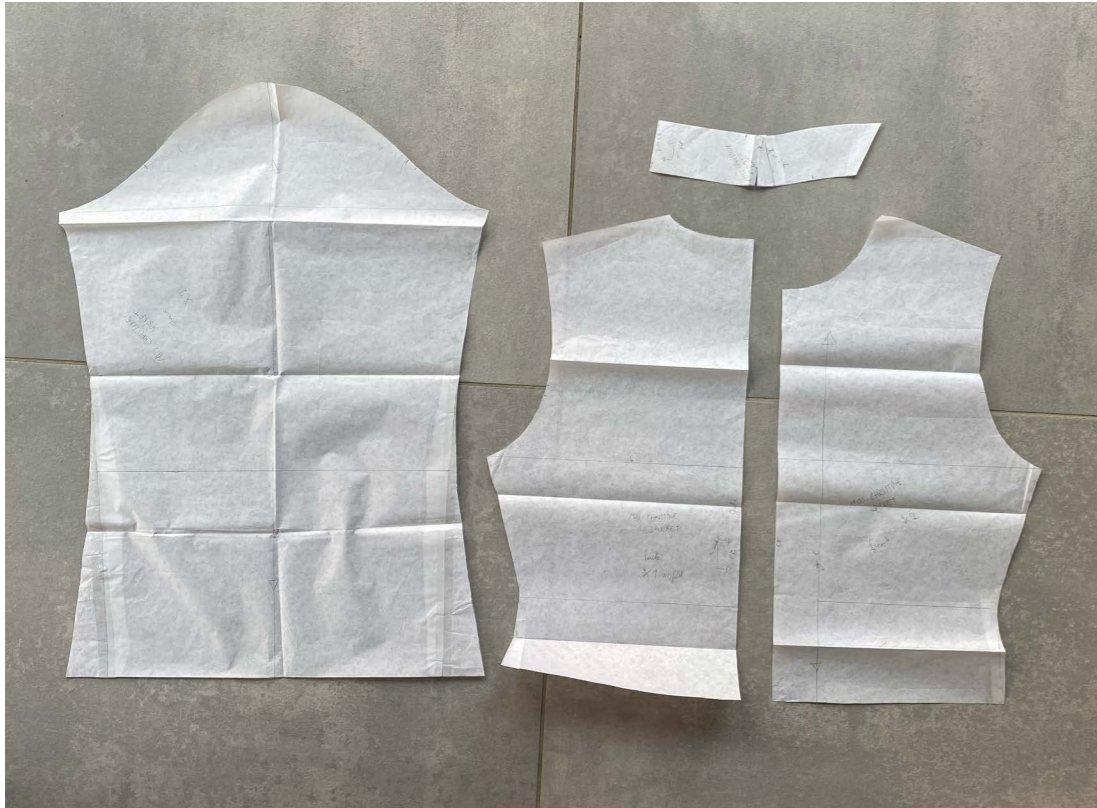
Where you would be wearing these:

First, i'll wear it to my 6 PM divorce from a man - then i'll be sipping wine and charming a woman by 7 PM. Versatility matters.

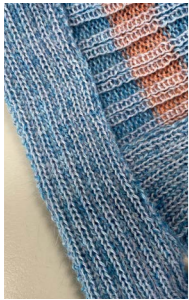
LADY DIXIE
Chic and Athletic



NAME		TOMIRIS AIMUKHAMBETOVA	
OCCUPATION/STUDY		INTERNATIONAL RELATIONS	
BORN IN		ALMATY, KAZAKHSTAN	LIVES IN
			MILAN, ITALY
HEIGHT	171 CM	SIGN	PISCES

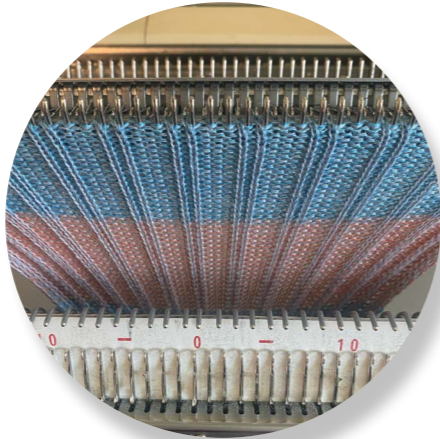


MISS CHRISTINE jacket pattern



KNITTING SEQUENCE

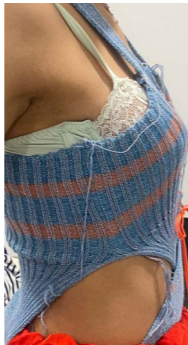
Double bed:
Technique:
2x2 rib knit vanisé to
2x2 flat rib knit vanisé,
switching background
color in stripes



↪ finishing with applied
knitted hem inside



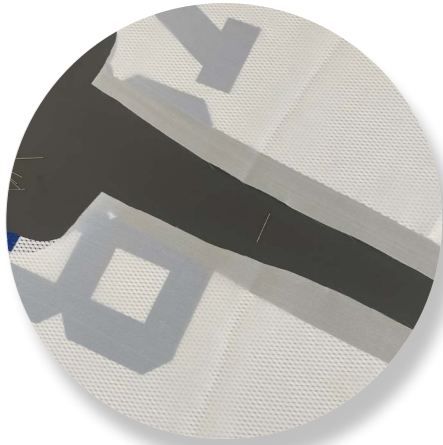
↪ first sample,
make longer



adjusting collar



2 layers: orogenza + football jersey
↪



MISS CHRISTINE skirt pattern



BOOKBOOK

SAMPLE:
SINGLE CROCHET
STITCH, BY HAND
TEST FOR
ACCESSORIES

NEEDLE SIZE: 4
COMBINING YARNS
AND SOCCER
SHOELACES



Photographed by
STEFANO SCIUTO

Photo edits by
NICOLÁS AMAGO REY

Styled by
ELINE HOFSTØY

Modeled by
TOMIRIS AIMUKHAMBETOVA

tomiris





MISS MARTA top, glove & skirt

MISS MARTA top, glove & skirt

Page **72**



Photographed by
STEFANO SCIUTO

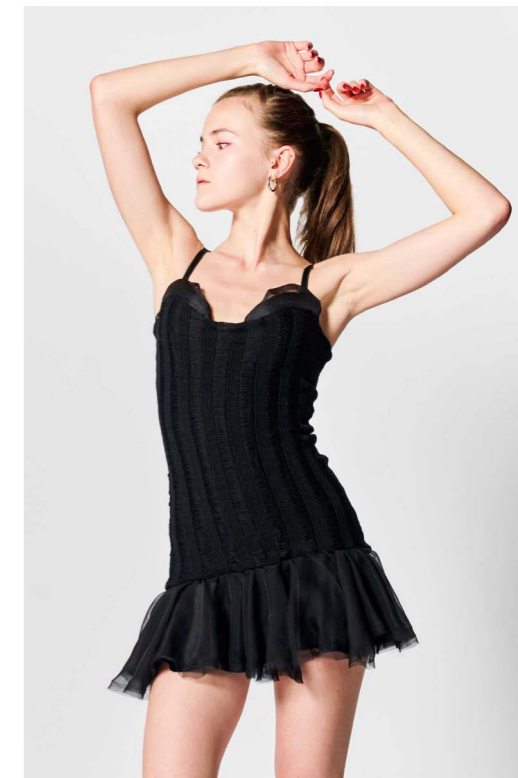
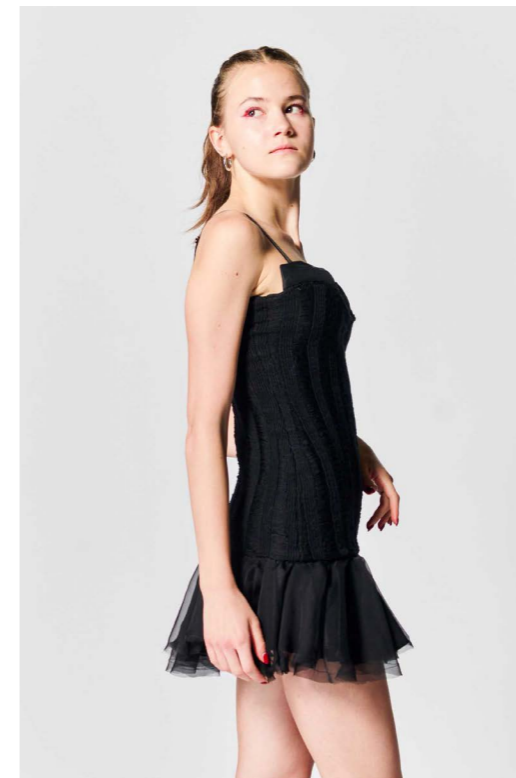
Photo edits by
NICOLÁS AMAGO REY

Styled by
ELINE HOFSTØY

Modeled by
MARIA CICHOSZ

maria





MISS ALEX dress



MISS ALEX top & dress



MISS ABBY top, arm warmers, pantie & shorts





Next pages: **MISS ALEX** dress, **MISS AITANA** top,
shorts & vest



Photographed by
STEFANO SCIUTO

Photo edits by
NICOLÁS AMAGO REY

Styled by
ELINE HOFSTØY

Modeled by
VIRGINIA DONDERO

virginia



MISS AITANA top, shorts & vest



LADY DIXIE pants & body





Next pages: **LADY DIXIE** jacket, pants, body, sweater





Photographed by
STEFANO SCIUTO

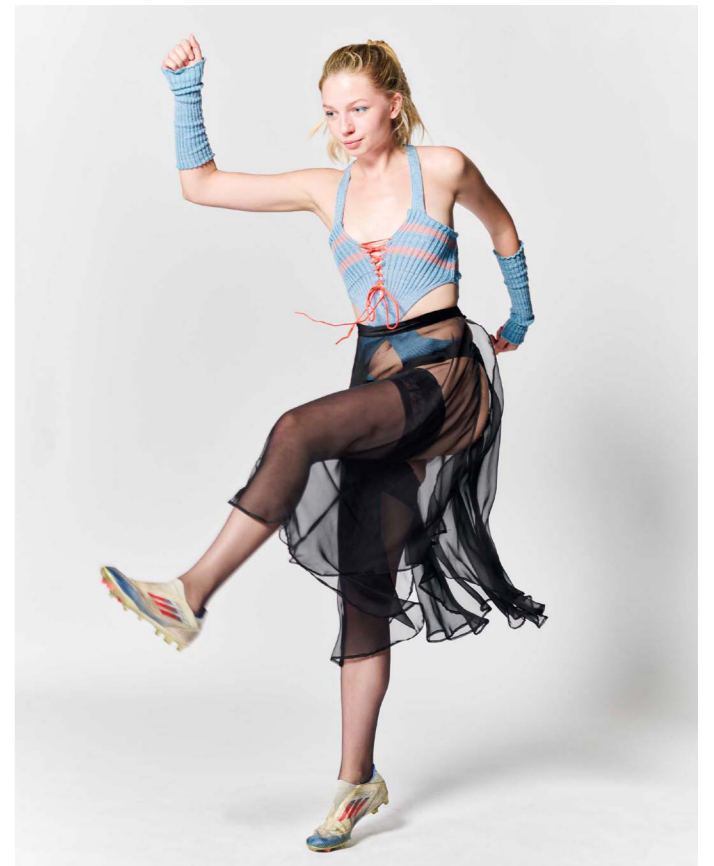
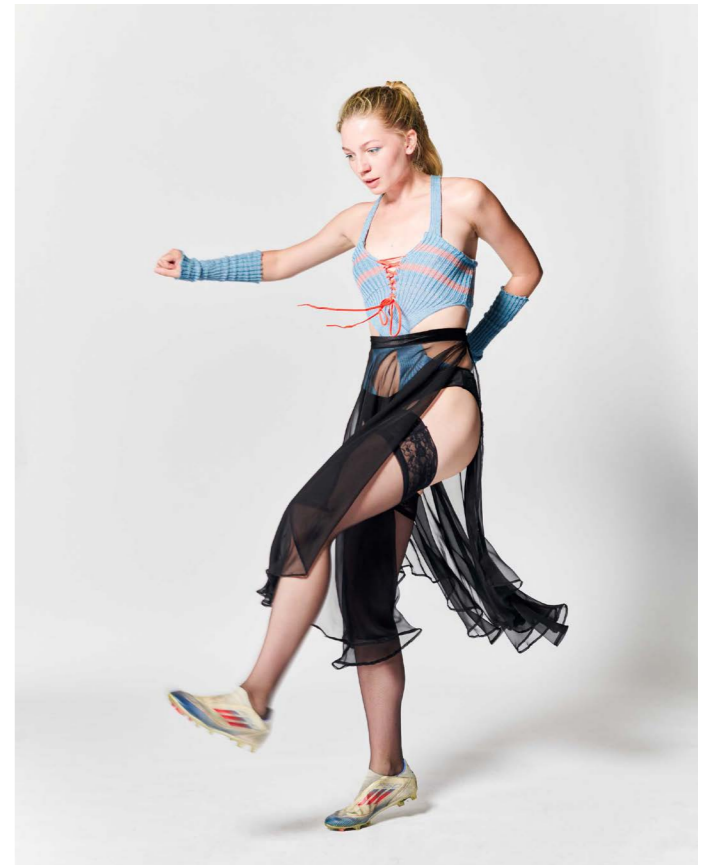
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NICOLÁS AMAGO REY

Styled by
ELINE HOFSTØY

Modeled by
IRINA ZELENENKO

irina

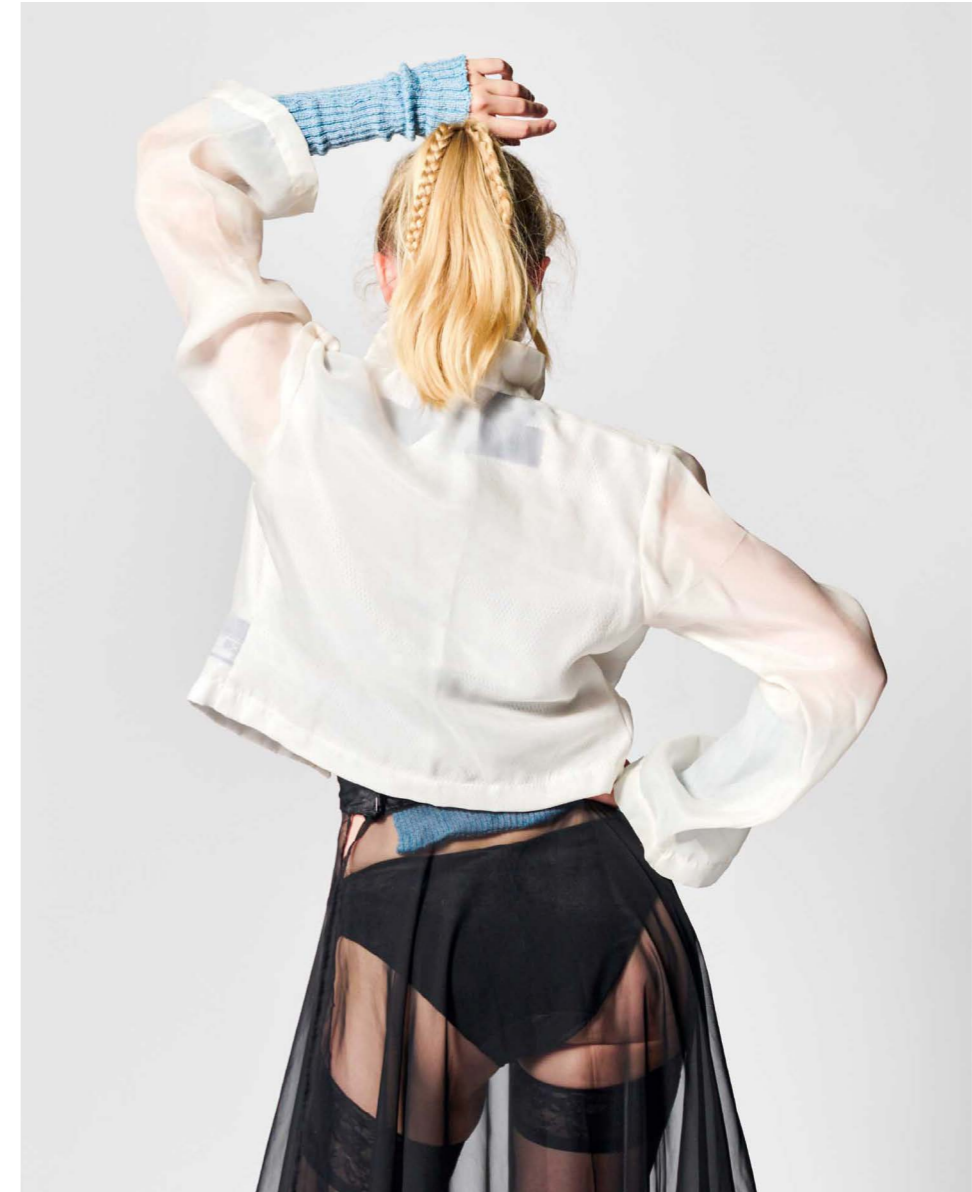




MISS CHRISTINE body, skirt &
arm warmers



MISS CHRISTINE body, skirt, arm
warmers & jacket



E DITORIAL

Page 104

SOCKS:
COSTUMIZED WITH
HAND EMBROIDERY,
4 YARNS TOGETHER

SOCKS FOR
EDITORIAL SHOOT
SPONSORED BY NIKE

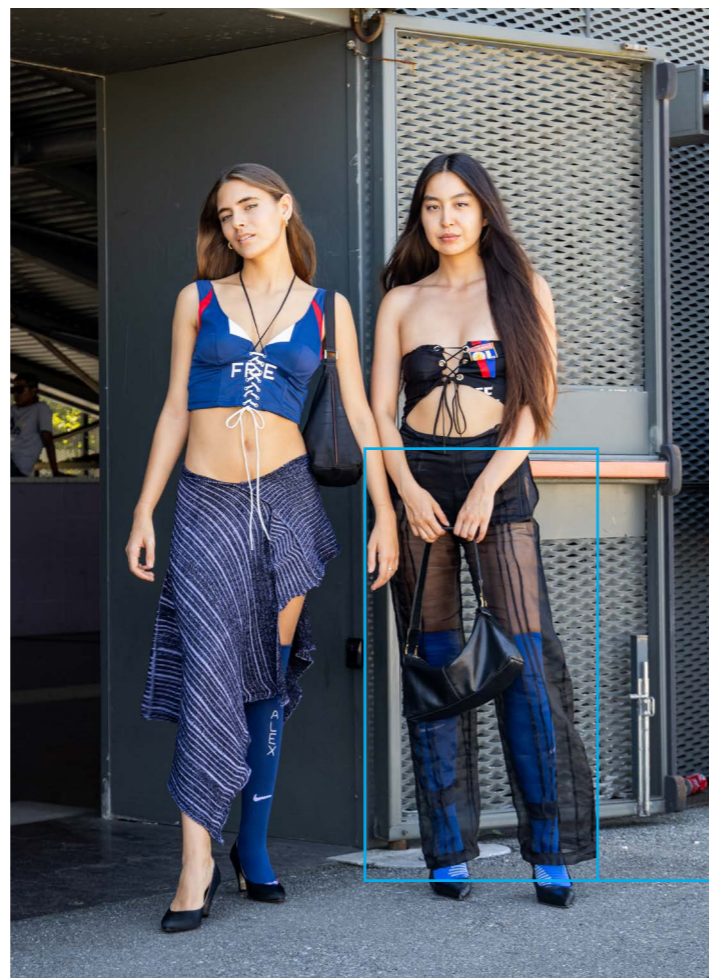


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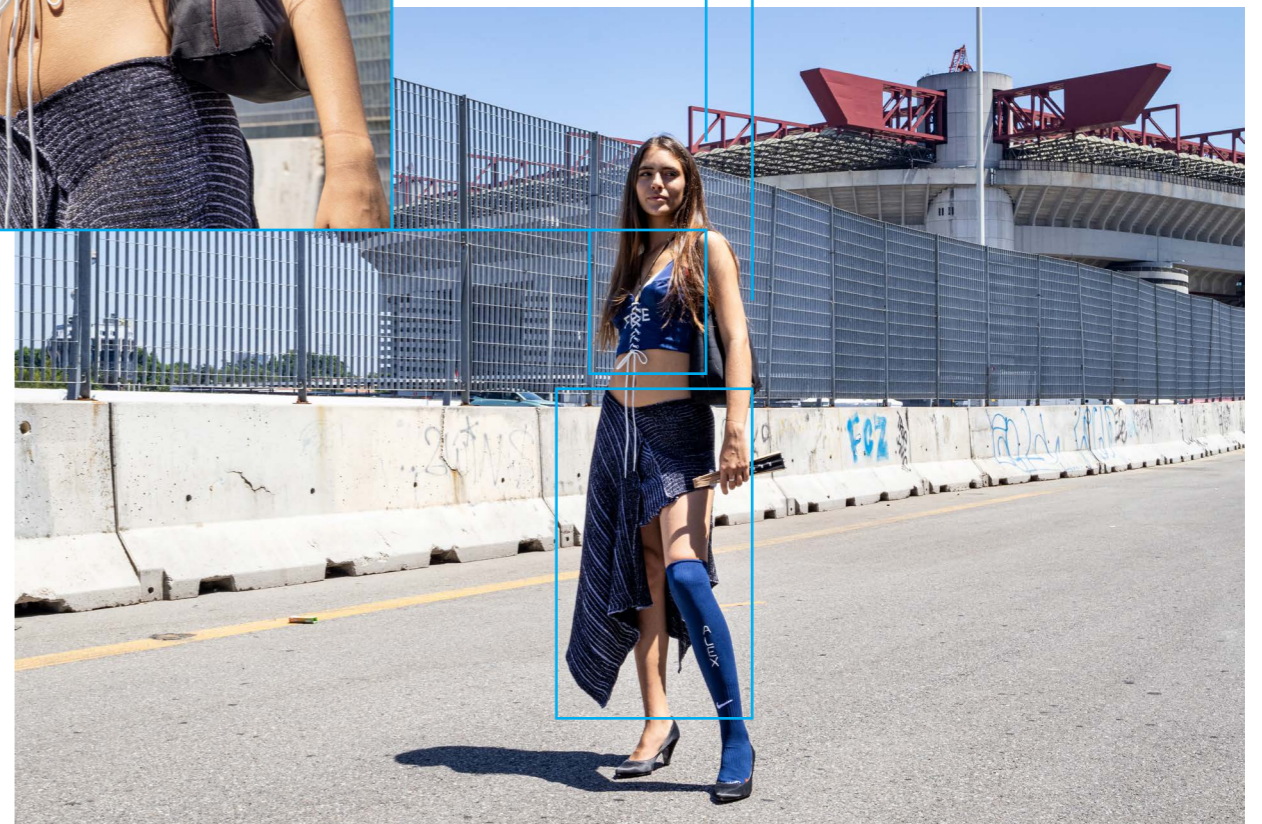
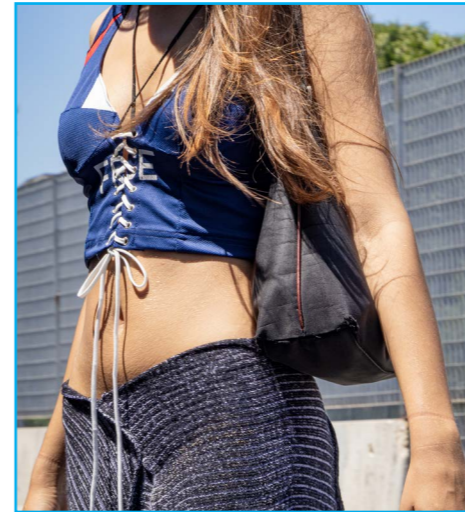
SPONSORED socks
by **NIKE** customized



MODEL Tomiris **GARMENT** Lady Dixie Pants

MODEL Virginia
GARMENT Miss Aitana top

MODEL Virginia
GARMENT Miss Marta skirt





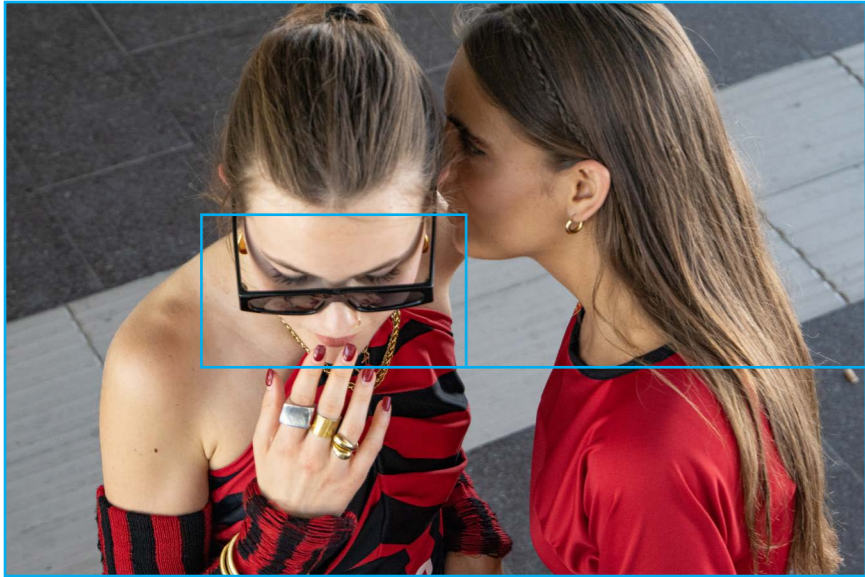
MODEL Maria
GARMENT Miss Abby top

MODEL Maria
GARMENT Miss Abby arm warmers

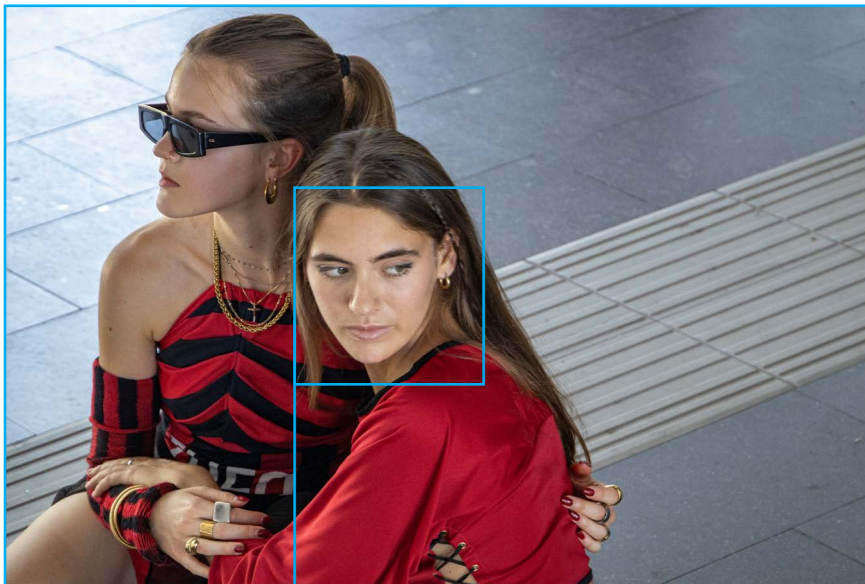


SPONSORED socks
by **NIKE** customized



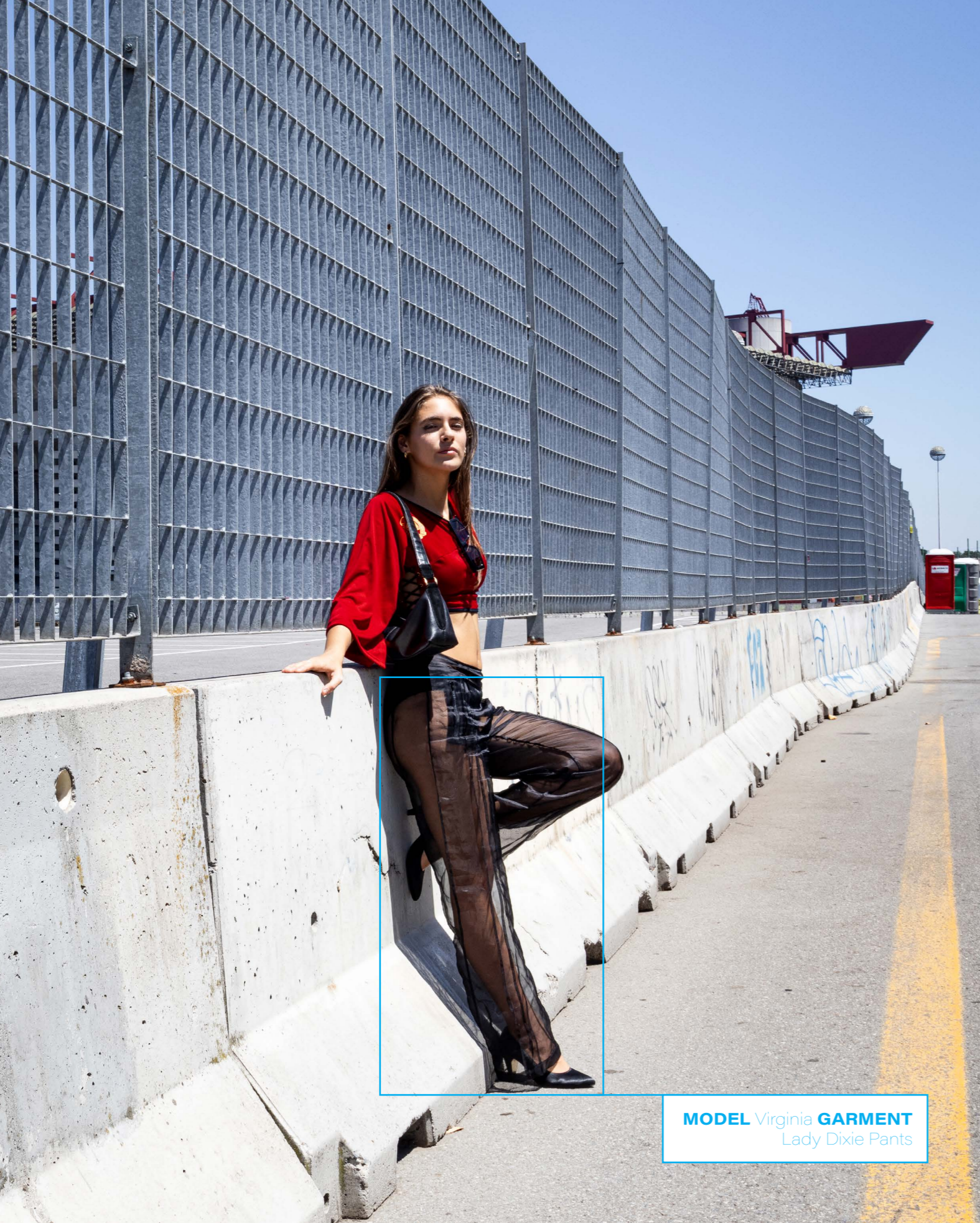


MODEL Maria
GARMENT Miss Abby top



MODEL Virginia
GARMENT Miss Alex top





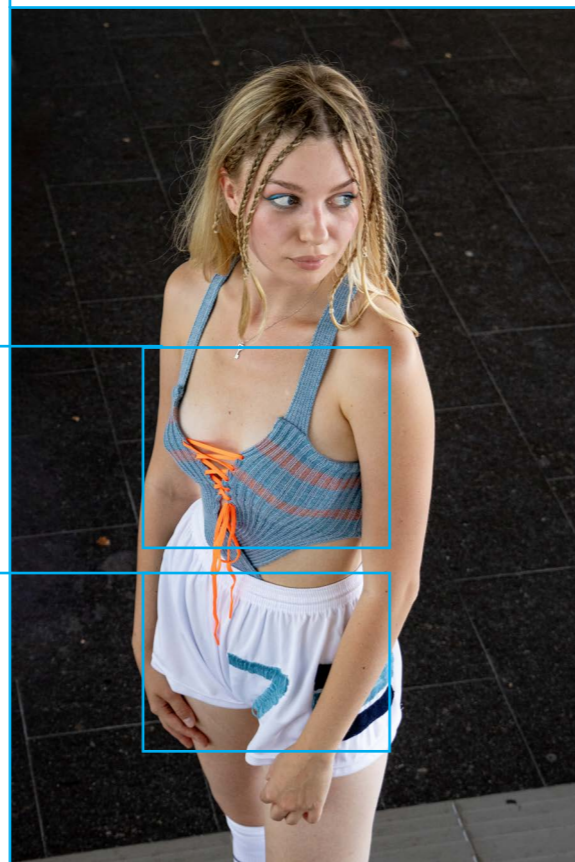
MODEL Virginia **GARMENT**
Lady Dixie Pants





MODEL Irina **GARMENT** Miss Christine body

MODEL Irina **GARMENT** Miss Aitana shorts



MODEL Irina **GARMENT**
Miss Marta skirt





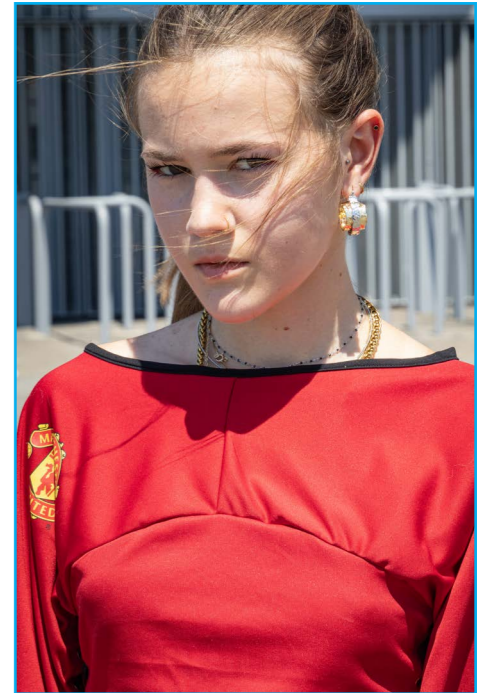
MODEL Irina
GARMENT Lady Dixie Sweater





MODEL Maria
GARMENT Miss Alex top

MODEL Maria
GARMENT Miss Aitana vest



MODEL Maria
GARMENT Miss Abby shorts



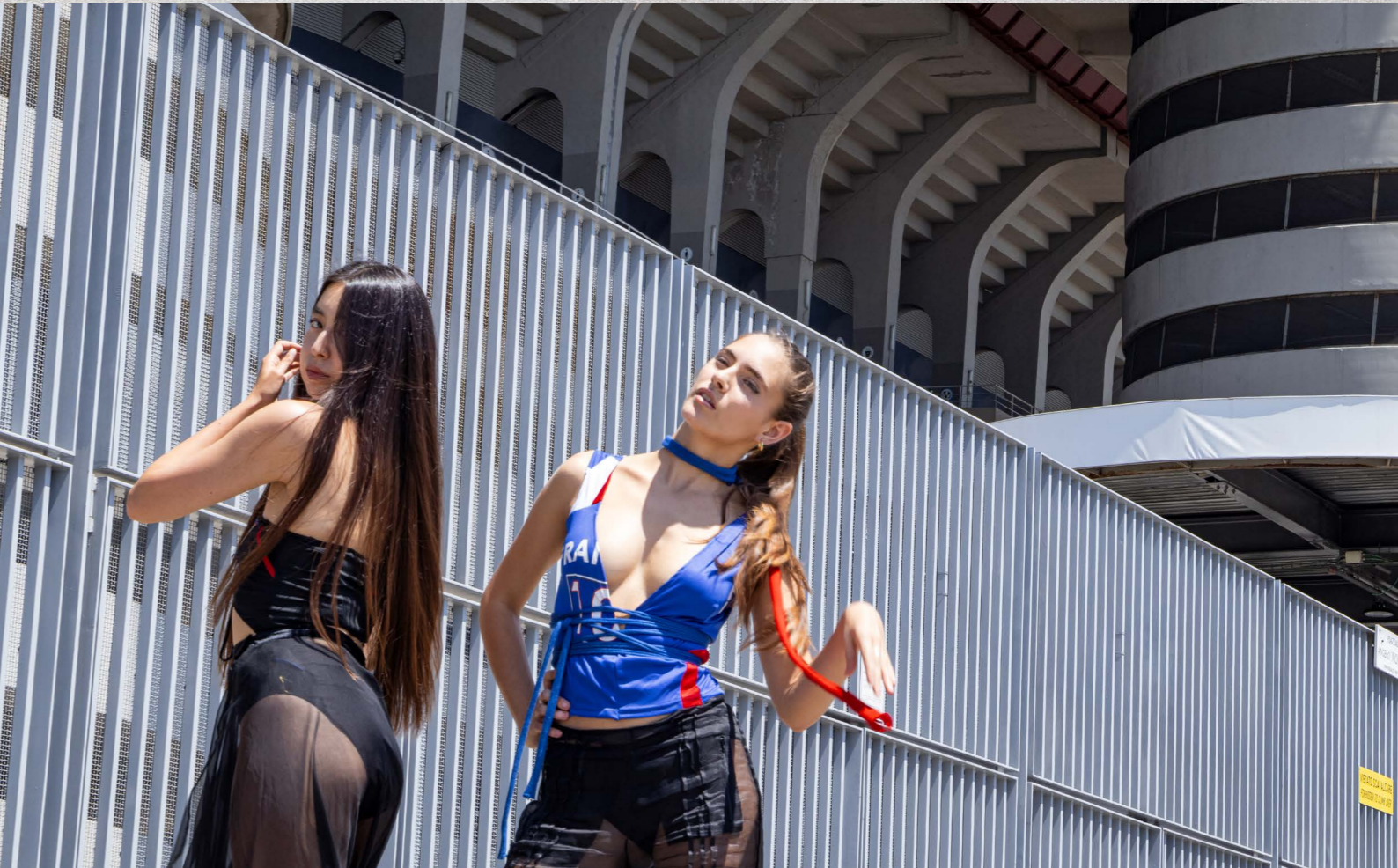
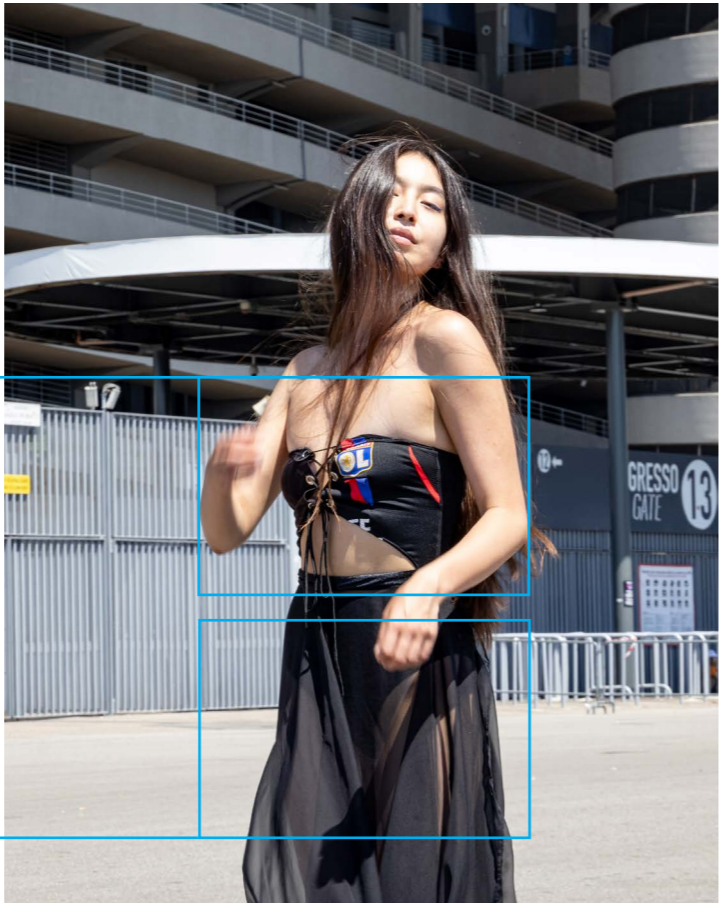


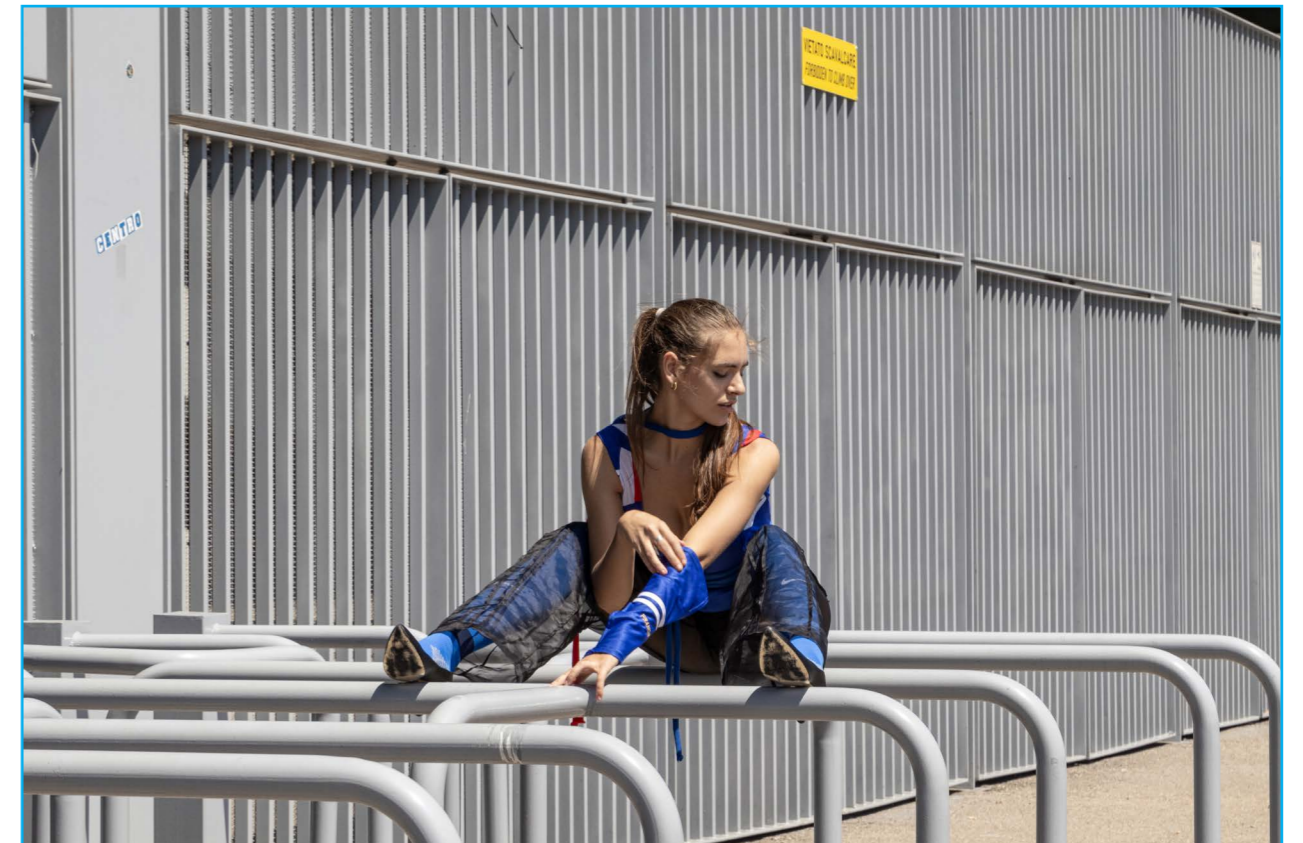
MODEL Virginia **GARMENT** Miss Marta top

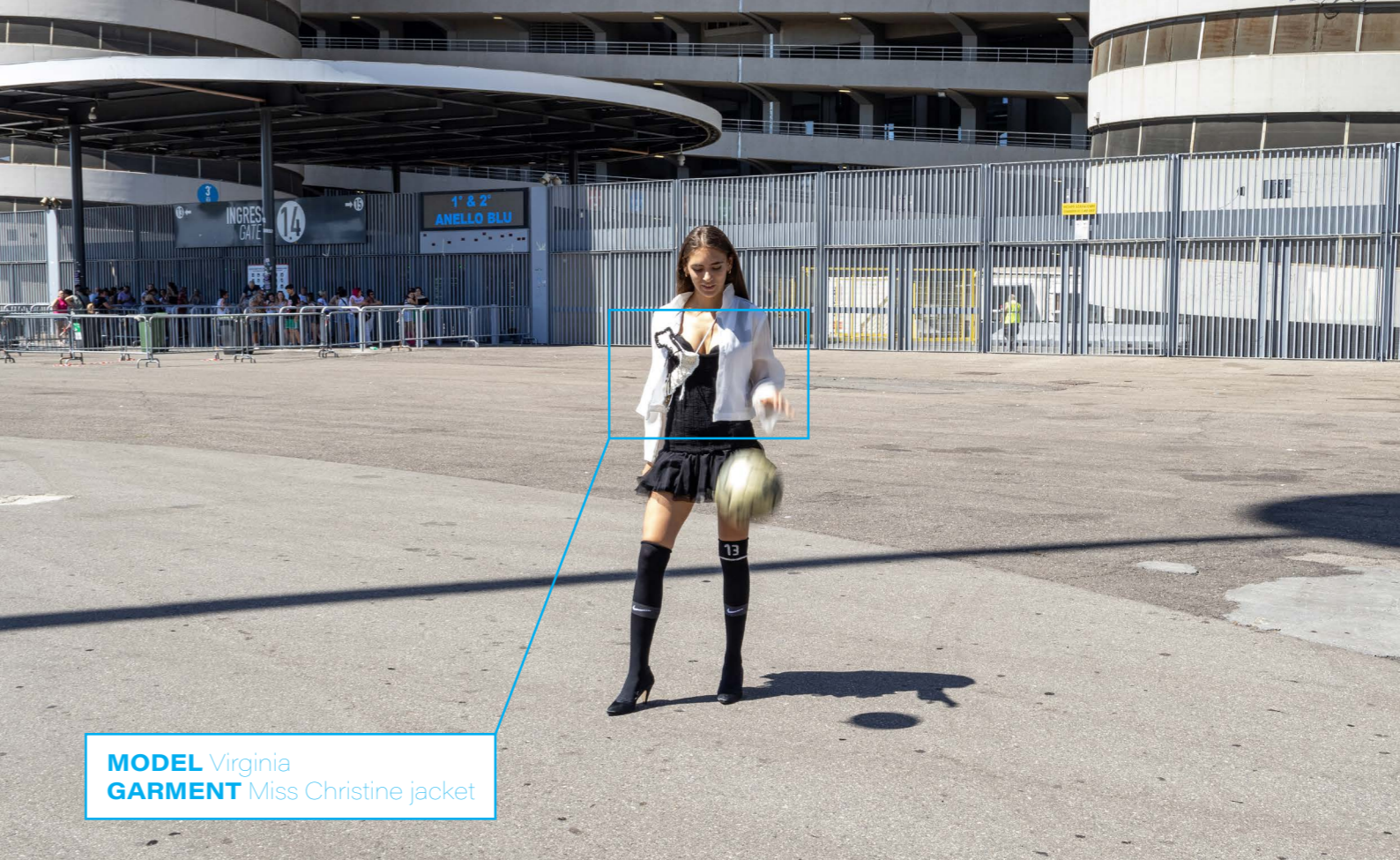
MODEL Virginia **GARMENT** Lady Dixie Pants

MODEL Tomiris
GARMENT Lady Dixie body

MODEL Tomiris
GARMENT Miss Christine skirt







R

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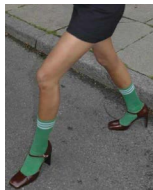
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Tobin Heath



Ganni SS25



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Morgan and Ilstedt, Women's World Cup 2023, credits. Brad Smith

Ganni SS25



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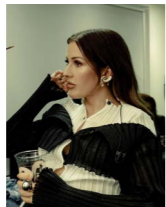
Dolce&Gabbana SS 24



Unknown source 'Seductress' corselette, Simone Pérèle, France 1959, V&A



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Ellie Goulding wearing A. Roege Hove



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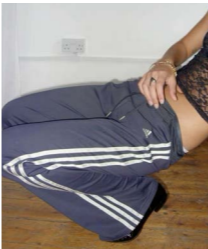
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Simone Shailes for Topshop



Nensi Dojaka SS25



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Maison Margiela 2017/2018



Dion Lee top



Slip Britain, c. 1960, V&A



Hermès Fall 22

Off-White thigh-high mesh boots



CKD Master Fashion Show 2024, Shima Seiki



Philosophy di Lorenzo Serafini Fall 2017



Suspender belt, Agent Provocateur, France 1999, V&A



A. Roege Hove Fall 2023



Calvin Klein Spring 1995



Jean-Paul Gaultier SS18

With this collection I wish to challenge the set value systems around female sports and make people reflect over why there is such a difference between the male and female game, and what issues this reflects in today's society.

At the same time I wish to give young women an alternative way of showing their love for the game by offering a different sort of supporter look, leaving space for personal style in a market flooded with oversized t-shirts and rectangular scarves.



THANKS TO

Nike for sponsorship of soccer socks for editorial shooting

My beautiful models: Maria, Virginia, Irina and Tomiris

Lookbook photographer: Stefano Sciuto

Editorial photographer and amazing friend: Nicolás Amago Rey

Supporting friends and professors <3

CALVIN KLEIN 1994/95



MINIMALISM



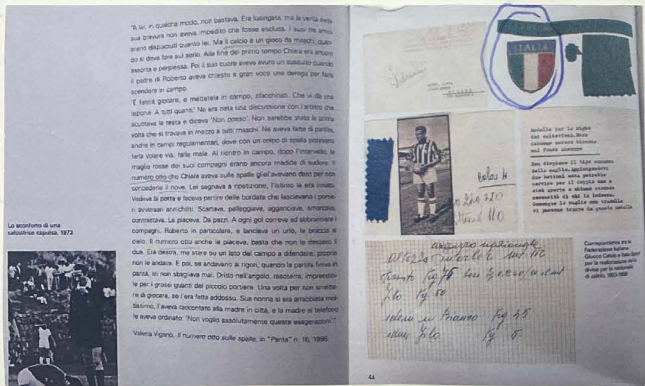
ADIDAS



ADIDAS x PRADA



first women football team in Britain
British Ladies' Football Club (BLFC)



uniform
stripes: show factor, flag

uniform/formal x casual
tie, mix of materials



poetics
colors: first blue & red
-green

Samples for the jersey
Logo/patch, fabric,
azzurro

materials: dense cotton shirts

skin guards. - shortening cricket pads and
placing over shinings

LADYDIXIE
Chic and Athletic