



History of the “Polo” shirt

Origins in tennis

In the nineteenth and early twentieth centuries, tennis players ordinarily wore long-sleeved shirts, trousers, and ties. As one might expect, this attire presented several problems for ease of play and comfort on the court. *René Lacoste*, the French 7-time Grand Slam tennis champion, was very keen to avoid these problems. He decided that the stiff dress shirts and ties of the day were simply too cumbersome and uncomfortable for the tennis court. Instead, he designed a loosely-knit pique cotton shirt with an un-starched, flat protruding collar and a longer shirt-tail in the back than in front (known today as a "tennis tail") This design came to be known as the tennis shirt. Lacoste's original design called for a particularly thick pique collar that one would wear upturned in order to block the sun from one's neck.

Application to polo and other sports

Before Lacoste's 1929 invention of the tennis shirt, polo players wore thick long-sleeve shirts made of Oxford-cloth cotton.

Interestingly, this shirt was the first to have a button-down collar, which polo players invented in the late nineteenth century to keep their collars from flapping in the wind. Still, those clothes presented a discomfort on the field, and when polo players became aware of Lacoste's invention in the 1930s they readily adopted it for use in polo.

Over the latter half of the twentieth century, as standard clothing in golf became more casual, the tennis shirt became adopted nearly universally as standard golf attire. Very few golfers today wear anything else. Moreover, producing Lacoste's "tennis shirt" in various golf cuts has resulted in specific designs of the tennis shirt for golf, resulting in the name "golf shirt".

In 1967, Ralph Lauren included his "polo shirt" as a prominent part of his original line called Polo. While not specifically geared for use by polo players, Lauren's shirt imitated what was by that time normal attire for polo players. As he desired to exude certain "waspishness" in his clothes, initially adopting the style of clothiers like Brooks



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OUR PARTNERS





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Brothers, J. Press, and "Savile Row"-style English clothing, he prominently included this attire from the "sport of kings" in his line, replete with a logo reminiscent of Lacoste's crocodile emblem. This worked well as a marketing tool, for subsequently, due to the immense popularity of Lauren's clothing, a majority of English-speaking westerners began to refer to Lacoste's tennis shirt as a "polo shirt". Still, "tennis shirt" remains a viable term for all uses of Lacoste's basic design.

Today

Since 1929, the tennis shirt has

become so popular that it has become one of the standard categories of clothing. Virtually every major clothier makes some version or variation of Lacoste's tennis shirt. It is today worn by both men and women in numerous non-athletic contexts. Notably, tennis shirts are worn by many semi-professional and retail workers in settings where t-shirts are not acceptable but formal business attire is not required. In contemporary Western fashion, tennis shirts are considered more casual than woven button-down shirts while still being slightly dressy.



The significance of number 3

What is the significance of the number 3 on the sleeve of the Polo Big Pony designs?

This year the Polo Big Pony design returned as an eye-catching embellishment on polos, fleeces, oxfords, and tees with an oversized embroidered polo player and "3" on the sleeve. When it comes to the Big Pony items, the embroidered number is a detail that traces its heritage to the apparel worn by professional polo players. A polo team consists of four polo players. The players are assigned a position, which is designated by the numbers from 1 to 4 and displayed on their team jerseys during a match. The player in position number 3 is usually the most experienced player on the team, and the team captain. Number 3 challenges the opposing offence and must be proficient in hitting the polo ball long distances with accuracy. This year, Polo have also introduced signature cotton polos with a limited edition multicoloured embroidered Big Pony and matching "4" on the sleeve. In a polo match, the player in position number 4 is responsible for defending the team's goal, and must be skilled in turning the play from defence to offence.

Many of the logos on today's designer labels are embroidered by use of machines from our partner **ZSK**, who are the world leader in embroidery machinery. The ZSK range starts with a single head multi needle machine to the world's largest multi-head machine which has 56 heads. We are specialists in machine embroidery and would be pleased to share our knowledge of the operation with you.





Automation in Polo shirt Production.

Automation in Polo shirt Production

Through our partners we are able to offer a number of products which help to increase the production of "polo shirts", and improve the quality of the sewn product by reducing the number of rejects during the sewing process.

Bottom Hemming

We have recently installed with a major exporting company an automated bottom hemmer from our Partner *Sahl I.S.M*, this model ZNS 1893 which automatically folds the bottom hem sews and stacks the finished panel. The operator only loads the panels onto the moving belt thereby reducing the skill level to that of a loader and machine minder.

Production is increased and the quality is assured. For manufacturers of circular Tee shirts Sahl I.S.M also offer the model BSA, again this is a fully automatic hemmer which sews around the full circumference in one operation. One operator can load two machines and produce between 450-525 shirts per hour.

Back Neck Taping

The back neck tape can be sewn with a twin needle



lockstitch Sahl Workstation, with a Re-entry system to attach either flat or folded tape; the tape is automatically cut and ensures that the tape or collar is never twisted. (Less rejects)

These are just three solutions for automation from the large range of automats and work aids from Sahl I.S.M..

Placket Sewing

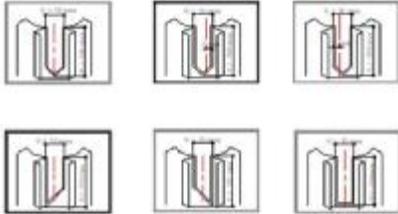
The construction of the Placket is one of the most time consuming sewing operations on a "polo" shirt. Our Partner *Newtech* has developed a machine which helps to reduce the time for placket sewing. Newtech looked at the market and found that the only other

automat available for this operation had the restriction of only being able to sew one width while cutting the placket slit. The *Newtech Model 3500/1* is a single needle lockstitch with

“Our Partner Newtech has developed a machine which helps to reduce the time for placket sewing.”



centre knife. The advantage of being a single needle is that the distance between the two



rows of stitching can from 1mm up to 40mm, and the end finishing can be programmable.

Final Pressing

Even the best sewn high quality garments need be pressed, and a new Model from

Rotondi improves the final pressing of knit shirts and Tee's. The Rotondi "belt press" uses steam and vacuum on the flat loading area, where the operator places the shirt over an adjustable form, laser marking lights help the operator to set the correct size of the garment. At the press of the foot pedal the belt takes the garment into the pressing area, and the operator loads the next garment. The complete pressing cycle of heat, steam, time and drying is controlled by the micro processor settings. After pressing, the garments are stacked flat at the back of the machine. There is no handling of the garment until after it is dried and cooled, eliminating any chance of finger marks or pulls on the finished shirt.

The Lacoste Crocodile Logo

The Lacoste Crocodile Logo

Have you every wondered how one of the worlds most recognisable logos came about? Rene Lacoste liked to tell this story to anyone who asked him:

"I was nicknamed "the Alligator" by the American press, after I made a bet with the Captain of the French Davis Cup Team concerning a suitcase made from alligator skin. He promised to buy it for me if I won a very important match for our team. The public must have been fond of this nickname which conveyed the tenacity I displayed on the tennis courts, never letting go of my prey!"

"So my friend Robert George drew a 'crocodile' which I then had embroidered on the blazer I wore on the courts. In 1933, René Lacoste and André Gillier, the owner and President of the largest French



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knitwear manufacturing firm of that time, set up a company to manufacture the logo-embroidered shirt that the champion had designed this for his own use on the tennis court, as well as a number of other shirts for tennis, golf and sailing. This was the first time that a brand name appeared on the outside of an article of clothing - an idea which has since become extremely successful.



New Product!

Applicable for any type of computerized embroidery machine

- * Installation on any brands of multi-head embroidery machines with great compatibility, especially on old and used machines, Barudan Round-type and Tajima Motor Type.
- * Individual Controller: No input on the main CPU of the embroidery machine.
- * 3mm to 11mm Sequin Attachments
- * Auto-mending Function
- * Forward/Backward Function for sequin feeding
- * Automatic/Manual Up and Down System
- * Auto Origin/Homing Position
- * Highest Speed in the industry: Max 2,000 rpm
- * Compatible with any embroidery design software.
- * We can install the device without making any drilling on the embroidery machine.



Exhibition News

The 2nd Bangladesh Textile & Accessories Exhibition will be held in Dhaka Bangladesh from the 1st to 4th February 2007. Exhibitors from over 20 different countries have already booked booth space at this show as well as local textile manufacturers.



“**welcome** to the season of **Christmas** all the staff of ISE and our partners wish all our customers both old and new a very happy and holy holiday and we look forward to serving you in the coming year.

Merry Christmas to all our **Readers”**

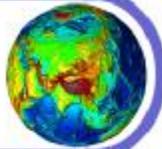


Automation in Apparel Production

Our Commitment



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We commit to be a model in client nurturing. We commit to the superior value of delivery of quality service under all conditions.

Our supply and service agreements with our clients testify to our commitment to ensure excellent operating systems and techniques in business maintenance and development.



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