A critical review of the Iranian National Olympic Committee's performance in designing the opening parade costumes: signs of inefficiency and damage to the national identity

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Abstract:
This research aims to evaluate and critique the performance of the Iranian National Olympic Committee in designing the costumes for the Olympic opening parade. The study seeks to identify the strengths and weaknesses of these designs and compare them with successful global examples to help improve future designs. A review method was used to achieve this goal. This method involved examining previous research related to the design of Olympic uniforms and the criticisms they received. The analysis included public and media critiques, athlete surveys, and an examination of the characteristics of successful international designs.The findings indicate that Iran's Olympic uniforms have struggled to make a positive impact internationally due to weaknesses in aligning with global standards, a lack of attention to cultural symbols, and inadequate use of modern technologies. Compared to successful global designs, these uniforms have faced challenges in representing national identity and effectively communicating with audiences. The study concludes that to improve future designs, the Iranian National Olympic Committee should focus on enhancing collaboration with cultural and social experts, using international consultants to align with global standards, and establishing continuous evaluation processes to identify and address weaknesses. Additionally, developing specialized teams and providing training for designers are

recommended to improve design quality and elevate national prestige on the international stage.

Key words:
Design failures, cultural mismatch, Ignoring international standards, sports management, Lack of creativity and innovation

Introduction:

During the past years, the uniforms of the Iranian national team in the opening parades of the Olympics have always received attention and criticism. These clothes should not only represent Iran's rich culture and art, but should also represent the country's national pride and artistic and design capabilities. However, in many periods, the selected uniforms of the national team have not only failed to achieve these goals, but also caused national shame due to poor design and lack of coordination with international standards (Zamani et al. 1402). This situation has not only created concerns in the sports and artistic community of the country, but also raised serious questions about the performance and efficiency of the National Olympic Committee of Iran. The National Olympic Committee of Iran, as the main body responsible for the selection and design of the national team's uniforms in the opening parades, has the duty to take advantage of prominent and experienced designers and experts, considering the high importance of these events. This committee should carefully review the dress design criteria and avoid choices that harm Iran's national image. However, it seems that in many cases, the decisions of this committee were accompanied by serious deficiencies in the field of management and supervision of the process of design and selection of clothes. One of the obvious cases of this inefficiency is the non-compliance of national team uniforms with international aesthetic and cultural standards. While countries with less cultural and artistic background than Iran have been able to attract the world's attention with outstanding and creative designs, Iran has not been able to succeed in this field despite its rich history and talented artists. This indicates a systematic inefficiency in the decision-making and implementation process at the level of the National Olympic Committee. In addition, poor choices in the design of the opening parade uniforms have had many negative effects on the athletes' morale and sense of national solidarity. Athletes who proudly hold the flag of Iran need to represent their country with appropriate and beautiful clothes. When these clothes are ridiculed and criticized, not only the self-confidence of athletes decreases, but also a false and negative image of Iran is displayed on the international stage (Saeidi et al. 1400).

In this article, we intend to examine the performance of the Iranian National Olympic Committee in the design and selection of the opening parade costumes with a detailed and analytical look. First, we will look at the history of the national team uniform design in the past Olympics and examine examples of successes and failures. Then we analyze the reasons for these inefficiencies and provide suggestions to improve the current situation. The purpose of this article is not only to review the performance of the past, but also to provide solutions for a better future and a more proud display of Iranian culture and art in international scenes. As one of the ancient countries with a rich culture, Iran has always been present in international sports scenes. From the first appearance in the Olympics until today, the Iranian national team has faced various challenges in the field of designing the opening parade

uniforms. In different periods, the uniforms of the Iranian national team have faced different reactions from experts, media and the general public.

In the past decades, some courses have been accompanied by innovative and beautiful designs that have been able to attract the attention of the world. For example, in the Olympics of the 1960s and 1970s, the design of the uniforms of the Iranian national team was such that it represented Iranian art and culture well. The use of traditional colors and patterns in these clothes was admired by experts and spectators. (Zamani et al. 1402). But in recent decades, we have seen changes in this process. The uniforms of the Iranian national team have faced severe criticism in many recent periods. One of the clear examples of these criticisms was the uniforms of the Iranian national team in the 2016 Rio Olympics. These clothes caused widespread protests among people and experts due to their poor design and lack of harmony with aesthetic and cultural standards. These criticisms were reflected not only in the domestic media but also in the international media and caused national shame (Zamani et al. 1402).

Analysis of the causes of inefficiency in the design of the opening parade costumes:

In order to better understand the reasons for the inefficiency in the design of the opening parade uniforms of the Iranian national team, several key factors should be considered. These factors include management problems, lack of expertise and sufficient experience in design, and lack of attention to Iranian culture and art (Zamani et al. 1402).

Management problems: One of the main reasons for inefficiency in the design of national team uniforms is management problems in the National Olympic Committee. The lack of a coherent and efficient management structure has made decisions to be made scattered and without necessary coordination. Also, the lack of sufficient supervision on the process of designing and choosing clothes has caused poor choices to be made that cannot represent the culture and art of Iran. Lack of attention to Iranian culture and art: the national team's clothes should represent the rich culture and art of Iran. However, in many periods, the design of clothes was not only unrelated to Iranian culture and art, but also caused severe criticism due to poor designs. This lack of attention to cultural and artistic details is one of the main factors of past failures (Anderson 2019).

Negative effects of poor uniforms on national and international morale:

One of the most important negative effects of the poor uniforms of the national team in the opening parades is its effect on the spirit of the athletes and the sense of national solidarity. Athletes who proudly hold the flag of Iran need to represent their country with appropriate and beautiful clothes. When these clothes are ridiculed and criticized, not only the self-confidence of the athletes decreases, but also a false and negative image of Iran is displayed on the international stage. These negative effects are not limited to athletes. The society is also affected by this situation and the sense of national shame increases. People expect the national team to appear in international scenes with appropriate and beautiful clothes and be a symbol of Iranian culture and art. When these expectations are not met, feelings of dissatisfaction and disappointment increase among people (Anderson 2019).

For inspiration and a better understanding of improvement solutions, you can look at successful examples in the design of national team uniforms of other countries. Many countries have been able to attract the attention of the world by using creative and innovative designs and present a proud display of their culture and art. For example, the Japanese national team has always been known for its beautiful and artistic designs in the Olympics.

These designs not only represent Japanese culture and art, but are also very convenient in terms of practicality and comfort. Close cooperation with prominent designers and the use of new technologies are among the factors that have contributed to Japan's success in this field. Also, the Italian national team has been able to design beautiful and high-quality clothes for its athletes by using famous designers and famous fashion brands. These clothes are not only admired in terms of aesthetics, but also very suitable and comfortable in terms of functionality (Anderson 2019).

The role of the media and public feedback: The media play an important role in shaping public feedback and creating pressure to improve the design of national team uniforms. Constructive criticisms and detailed analyzes of the media can help the Iranian National Olympic Committee to identify weaknesses and deficiencies and take action to improve them. Also, reflecting people's opinions and criticisms in the media can help to increase the transparency and accountability of officials. Designing the clothes of the Iranian national team in the opening parades of the Olympics is a symbol of Iranian culture and art, as well as representing national pride. However, in recent years, these uniforms have become a source of national embarrassment due to their poor designs and lack of conformity with international standards. This situation shows inefficiency in the management and decision-making of the National Olympic Committee of Iran (Kiani et al. 1402).

To improve this situation, fundamental changes should be made in the process of management and selection of designers. The use of experienced and expert designers, efficient supervision and management, attention to cultural and artistic details, participation of athletes and taking advantage of public opinions are among the solutions that can help improve the quality of national team uniform design. Also, the use of new technologies and cooperation with universities and art academies can help create creative and innovative designs (Kiani et al. 1402).

Finally, the media and public feedback also play an important role in creating pressure to improve the situation. Constructive critiques and detailed analyzes of the media, along with the reflection of people's opinions, can help increase the transparency and accountability of officials and pave the way for a better future and a more proud display of Iranian culture and art in international scenes. By implementing these suggestions, we can hope that the uniforms of the Iranian national team in the opening parades of the upcoming Olympics will not only be a source of national pride, but also attract the attention of the world and represent the greatness of Iranian culture and art (Saeidi et al. 1400).

Outstanding examples of criticism of Iran's Olympic costumes

In some Olympic periods, the opening parade clothes of Iranian athletes have been severely criticized. For example, in the 2016 Rio Olympics, the clothes designed for Iranian athletes caused a lot of negative reactions due to the combination of colors and unconventional design. These criticisms were raised not only domestically but also internationally and created an inappropriate image of the management and planning of the National Olympic Committee of Iran (Kiani et al. 1402). Factors affecting the inefficiency of clothing design, the researcher here, by examining the reasons for the inefficiency in the design of the clothes for the opening parade of the Olympic Games in Iran, shows that several factors can be effective in this field:

Lack of professional experts in the design team: one of the main reasons for the severe criticism of the design of the Olympic clothes Iran lacks professional and expert designers in this field. Sometimes, non-specialists take responsibility for designing these clothes, which results in inappropriate and unattractive designs.

Lack of attention to cultural and social needs: In the design of the opening parade clothes, attention should be paid to the country's culture, history and social values. In some cases, it seems that the designers did not pay enough attention to these points and the result is

designing clothes that are not compatible with Iran's national identity. Management problems and lack of coordination: Sometimes management problems and lack of coordination between different parts of the National Olympic Committee lead to inappropriate decisions in the field of clothing design. These problems can include lack of sufficient funds, inappropriate timing, and disagreements among officials (Peter 2019).

The background of the research in the field of criticizing the performance of the National Olympic Committee of Iran in the design of the opening parade costumes includes the review of previous articles and researches in this field. These articles usually analyze and review the performance of the National Olympic Committee in the design of Olympic uniforms, criticisms and suggested solutions. In the following, we review some researches and their results. In the article "Analysis of the design of the clothes of the Iranian Olympic caravan" (Saeidi et al. 1400). This article has analyzed the design of Iran's Olympic caravan clothes in different periods and pointed out the criticisms received from the media and the general public. The authors concluded that the weakness in clothing design was mainly due to the lack of consultation with fashion and clothing experts and the use of non-professional designers. The authors have suggested that the National Olympic Committee use professional designers and experts in the field of fashion and clothing and carry out the design process in consultation with cultural and social experts.

In the article "Olympic Clothing Design Management: Challenges and Solutions" (Rezapour et al. 1401), this article examines management challenges in the design of Olympic clothing in Iran. The authors have pointed out problems such as lack of sufficient budget, inappropriate timing and lack of coordination between different departments of the National Olympic Committee. The authors have suggested that improving the management and planning in the National Olympic Committee can lead to a better and more appropriate design of the Olympic uniforms. Also, allocating sufficient budget and creating coordination between different departments have been among the proposed solutions.

In an article entitled "National Identity and Design of Olympic Costumes" (Latyshev 2019), this article examines the role of Olympic costume design in the display of countries' national identity. By analyzing the Olympic costumes from several different countries, the authors have come to the conclusion that the appropriate design can be a symbol of the country's national and cultural identity. The use of national symbols, flag colors and traditional patterns can help strengthen national identity at the international level.

In another article under the theme of cultural importance of designing Olympic costumes" Giulianotti, R. (2011) It should be a reflection of the culture, history and social values of countries to be more effective.

The article titled "Analysis of the design of Olympic uniforms: challenges and opportunities" (Kaynar, Ö. (2019) This research has analyzed the challenges and opportunities in the design of Olympic uniforms. The authors have pointed out problems such as budget constraints, inappropriate timing and lack of coordination. Success in designing Olympic uniforms requires better management, detailed planning and coordination between different departments. In an article on the influence of Olympic costumes on the international image of countries" Bredikhina, N. (2019). This article examines the impact of Olympic costumes on the international image of countries. By analyzing the media and public reactions to the design of Olympic costumes, the authors came to this conclusion. They have found that proper design can help to improve the international image of the countries.The design of the Olympic uniforms should be done with care and attention to detail in order to present a positive and appropriate image of the country at the international level. In an article entitled "Artistic review of the design of the Olympic costumes" (2021 Cieśliński, I), this article examines the artistic and aesthetic aspects of the design of the Olympic costumes and

analyzes the role of these elements in the attractiveness and impact of the costumes. The design of Olympic costumes should be done according to artistic and aesthetic principles so that it is visually attractive and reflects the national and cultural identity of the country well. Analyzing the performance of the National Olympic Committee of Iran in the design of the opening parade costumes is one of the important aspects in evaluating and improving the way of presenting the country's national and cultural identity at the international level. These designs not only represent the culture and history of a country, but also have a significant impact on its public and international image.

Method:

In order to review and criticize the performance of the National Olympic Committee of Iran in the design of the opening parade costumes, the use of a study review method allows us to comprehensively and systematically review the past researches, identify existing patterns and trends, and identify the strengths and Analyze the weakness. This methodology helps us gain a deeper understanding of the topic and provide documented, evidence-based recommendations for future performance improvement. Searching for scientific articles and related research from reliable databases such as Google Scholar, JSTOR, PubMed and Scopus. Identification of prominent articles and researches that have criticized the design of Olympic uniforms, cultural and social issues, and management problems. And also reviewing books, official reports and documents of National Olympic Committees in different countries in order to achieve a more comprehensive perspective of the subject and extract key results and findings from selected articles and classify them into related categories such as design, management, and cultural and review and analyze data. In terms of strengths and weaknesses of Olympic uniform design, management problems and cultural effects.

Summarizing the findings and providing an overview of the strengths and weaknesses of Iran's Olympic uniform design based on reviews and providing evidence-based solutions to improve future designs, including the use of professional designers, attention to culture and history, and improving management processes. By providing a comprehensive analysis of previous researches, the study review methodology allows us to identify the strengths and weaknesses of the design of Iran's Olympic uniforms and to provide suggestions for improvement based on scientific and documented evidence. This approach helps us to gain a better understanding of the issue and provide effective solutions to improve the performance of the Iranian National Olympic Committee in the design of Olympic uniforms.

Research findings:

In this section, by analyzing and examining the findings of previous researches, the strengths and weaknesses of Iran's Olympic uniform design are evaluated and the factors affecting ineffective designs are identified. Also, evidence-based suggestions for improving garment design will be presented. **Analysis of the design of Iran's Olympic clothes**

The analysis of the design of Iran's Olympic uniforms in different periods shows that these designs have been repeatedly criticized and have displayed many strengths and weaknesses. The investigations carried out helped to identify the factors that led to inefficiency in the designs and also clarified the efforts made to display the national identity.

The strengths of Iran's Olympic designs:

- Trying to show national identity: In some periods, the design of Iran's Olympic uniforms has clearly tried to show the country's national identity. For example, the use of traditional patterns and national colors of Iran in designs shows an effort to communicate with the country's culture and history. Clothes that use historical or cultural symbols of Iran can strengthen the sense of belonging and national pride in athletes and spectators.
- Use of cultural symbols: In some cases, the designers of the Olympic costumes of Iran have used the cultural and historical symbols of the country. For example, using ancient patterns or

designs that refer to Iran's history and culture can show respect for the country's cultural heritage and have a positive effect on spectators and athletes.

Weaknesses of Iran's Olympic designs:
- Lack of coordination with international standards: the designs of Iran's Olympic uniforms have sometimes not been coordinated with international standards. This lack of coordination may be due to the use of colors, patterns, or styles that do not seem consistent with international expectations. For example, some designs have been criticized for using unusual colors or unusual patterns and have failed to attract public and media attention.
- Public and media criticism: The design of Iran's Olympic uniforms has often faced criticism from the media and the general public due to the use of unusual colors and patterns. These criticisms are due to the mismatch of the designs with cultural and social expectations and can lead to a decrease in the effectiveness of the designs and an increase in national shame. (Zamani et al. 1402).

The analysis of previous research shows that several key factors have influenced the quality and effect of the design of Iran's Olympic uniforms. These factors include the lack of expertise and experience of designers, management and coordination problems, and lack of attention to cultural and social needs.

One of the main factors of inefficiency in the design of Iran's Olympic uniforms is the absence of professional and expert designers in this field. Research shows that the design teams often included non-professionals who did not have enough experience and knowledge in the field of designing Olympic costumes. This problem has caused the designs to deviate significantly from international standards and cultural expectations (Saeidi et al. 1400). Failure to use experienced designers can lead to incorrect selection of colors, patterns and materials, which results in lack of coordination and weakness in the display of national identity. Management problems and lack of coordination among different departments of the National Olympic Committee have also been among the effective factors in the ineffectiveness of the design of the clothes. Researches show that the lack of sufficient budget, inappropriate timing, and disagreements among officials have caused serious problems in the design process. For example, financial problems can lead to the use of low-quality materials or limitations in choosing suitable designs. Also, the lack of coordination between designers, officials and other departments can lead to delays in production and other problems in designing clothes. (Saeidi et al. 1400). Failure to pay attention to cultural and social needs is another effective factor in criticism of the design of Iran's Olympic uniforms. Researches show that the designers often did not pay enough attention to the cultural and historical dimensions of Iran and this problem has caused the designs to not be able to effectively show the national and cultural identity of the country. Designs that don't use the country's symbols, colors, and cultural patterns can't make a deeper connection with athletes and spectators, and as a result, may have less impact.

In order to better understand the strengths and weaknesses of Iran's Olympic uniform design, it is necessary to compare these designs with successful international examples. Researches and international studies in this field show that successful designs of other countries have been able to achieve positive results, usually by using international standards and paying attention to cultural and social details.

International research shows that successful countries in designing Olympic costumes use professional and expert designers and carry out the design process with care and attention to details. For example, countries such as the United States, Great Britain, and France have made

good use of their national and cultural symbols in the design of their Olympic uniforms, while at the same time harmonizing the designs with international standards. Using experienced designers and new technologies, these countries have created designs that effectively show their national and cultural identity (Sherbatzadeh et al. 1401).

The analysis of successful designs of other countries shows that the use of national flag colors, traditional patterns and attention to artistic and aesthetic details can help create successful and effective designs. For example, the designs of Japan's Olympic uniforms, using the colors of the national flag and traditional patterns, have been able to show the cultural and historical identity of the country well. Also, other countries, considering their culture and history, have presented designs that effectively match public and cultural expectations. Comparing the design of Iran's Olympic uniforms with successful international designs shows that in some cases, Iranian designs have not been able to meet cultural needs and expectations well. This mismatch is related to insufficient use of national and cultural symbols, as well as management problems and lack of coordination. Iranian designs are often not coordinated and effective enough in terms of design and selection of colors and patterns, and this issue can lead to a decrease in influence and increase in criticism (Sherbatzadeh et al. 1401).

Based on the analysis and reviews, the following suggestions are made to improve the design of Iran's Olympic uniforms: (Quesado 2016)

Use of professional designers: Using professional designers and experts in the field of fashion and clothing can help to improve the quality of the design of Olympic clothes. These designers with enough experience and knowledge can create designs that effectively show Iran's national and cultural identity. Additionally, using experienced designers can help select quality materials and improve design details.

Attention to cultural and social needs: In the process of designing Olympic clothes, special attention should be paid to the cultural and social needs of the country. This includes using cultural and historical symbols, choosing appropriate colors, and designs that are consistent with public values   and expectations.

Improving management and coordination: To improve the quality of clothing design, there is a need for better management and planning in the National Olympic Committee. This includes allocating adequate funds, proper timing, and establishing coordination among the different parts of the committee. Improved management and planning can lead to a better and more appropriate design of Olympic uniforms. Creating specialized teams to monitor the design and production process and improve decision-making processes can also help to improve the final quality of designs (Sherbatzadeh et al. 1401).

Use of new technologies: Using new technologies in the design and production of clothes can help improve their quality and attractiveness. New technologies can help create innovative designs tailored to the needs of athletes and facilitate the design process. For example, the use of advanced design software and digital printing technologies can help create more complex and accurate patterns and reduce production time.

Improving interaction with cultural and social experts: Interaction with cultural and social experts can help to improve the design quality of Olympic clothes. These experts can provide important tips on choosing symbols, colors and patterns that will help improve the final designs. Holding consultation workshops and coordination meetings with cultural and social experts can lead to designs that are effectively aligned with the needs and expectations of society.

Improving the training and empowerment of the design teams: To improve the designs of the Olympic uniforms, the training and empowerment of the design teams should be considered as a priority. Holding training courses for designers and officials related to the design of Olympic uniforms can help improve their skills and knowledge and introduce them

to new design trends and techniques. Also, attracting international experts and consultants in this field can help to improve the quality of designs (Sherbatzadeh et al. 1401).

Continuous evaluation and feedback: In order to continuously improve the design of Olympic uniforms, it is necessary to consider a continuous evaluation and feedback process. This involves collecting comments from athletes, spectators and the media about current designs and analyzing these comments to identify strengths and weaknesses. Continuous evaluation can help identify existing problems and needs and lead to improved future designs. Examining the solutions to improve the design of Olympic clothes, to improve the design of the clothes of the opening parade of the Olympic Games in Iran, various solutions can be suggested:

- **Use of professional and expert designers:** The first and most important step in improving the design of Olympic uniforms is the use of professional and expert designers. These people with enough experience and knowledge can design clothes that are not only beautiful and attractive, but also reflect Iran's national and cultural identity well.

- **Consultation with cultural and social experts:** In the process of designing Olympic clothes, the opinion of cultural and social experts should also be used. These experts can provide important tips on choosing colors, designs, and cultural symbols that help improve the final quality of the design.

- **Better planning and management:** Improvement of management and planning in the National Olympic Committee can also lead to the design of better clothes. This includes allocating adequate funds, proper timing, and establishing coordination among the different parts of the committee.

- **Use of new technologies:** The use of new technologies in the design and production of clothes can help improve their quality and attractiveness. New technologies can help create innovative designs tailored to the needs of athletes. Criticizing the performance of the National Olympic Committee of Iran in the design of the opening parade clothes indicates the need for a detailed review and analysis of the decision-making and implementation processes of this institution. The design of Olympic uniforms should be done with care and attention to cultural, social and artistic needs. Using professional designers, consulting with cultural experts, improving management and using new technologies can help improve the quality and attractiveness of Iran's Olympic costumes and prevent the creation of an inappropriate image and national shame.

Discussion and conclusion:

The analysis of previous research findings shows that the design of Iran's Olympic uniforms has faced many challenges. The strengths and weaknesses of the designs, the effective factors in the inefficiency and the comparison results with the international designs clearly show the need for improvement in the process of designing and implementing the Olympic uniforms. While efforts have been made to show the country's national and cultural identity, there are still issues related to lack of coordination with international standards, management problems, and insufficient attention to cultural and social needs. Based on the analysis and reviews, the proposed suggestions can help to improve the design quality of Iran's Olympic uniforms. Using professional designers, paying attention to cultural and social needs, improving management and coordination, and using new technologies are among the measures that can lead to the improvement of the quality of Olympic uniform designs. Also, promoting interaction with cultural and social experts, empowering design teams and creating continuous evaluation and feedback

processes can help to continuously improve designs and increase their impact at the international level. Considering the importance of designing Olympic costumes in showing the national and cultural identity of the country, necessary measures are necessary to improve and upgrade the quality of these designs. In order to solve the existing problems and improve the country's national image, the Iranian National Olympic Committee should pay attention to the recommendations and carry out the process of designing and implementing the Olympic uniforms with more care and attention. These actions can lead to the improvement of the results and the influence of the designs of the Olympic clothes of Iran in the future and increase the national pride and positive influence at the international level (Saeidi et al. 1400). The analysis of the Iranian National Olympic Committee's performance in designing the opening parade costumes, especially in the fields of national identity building and compliance with international standards, shows important challenges and opportunities. A comprehensive review of the strengths and weaknesses of clothing designs, factors affecting inefficiency, and comparison with successful international examples will help to analyze the existing situation more deeply and provide practical suggestions for improvement. The designs of Iran's Olympic uniforms have faced severe criticism from the media and the general public. These criticisms are mainly due to non-conformity with cultural and social expectations. Giulianotti, R. (2011). They state that public and media criticism directly affects the credibility and impact of national designs. In the case of Iran, these criticisms have led to a decrease in influence and an increase in national shame due to the lack of conformity with cultural and social expectations.

Factors affecting the ineffectiveness of designs:

- **Lack of expertise and experience of designers:** lack of presence of professional and experienced designers in designing Olympic clothes is one of the main factors of inefficiency. Research Lee, C. (2018). They show that the use of expert and experienced designers can help improve the quality of designs and their compliance with international standards. In the designs of Iran's Olympic uniforms, especially in some periods, it seems that there was not enough experience in choosing and implementing effective designs.

- **Management and coordination problems:** Management problems, including lack of budget, inappropriate timing and disagreements between officials, have led to serious problems in the design and production process. Giulianotti, R. (2011). They emphasize that management problems and lack of coordination can lead to weakness in design and decrease in final quality. In the case of Iran, these problems have been clearly evident in some periods and require fundamental reforms.

- **Lack of attention to cultural and social needs:** The lack of attention to cultural and social needs in the designs has caused the designs to not be able to effectively show the national identity of the country. Rooney, Paul. (2012). they state that successful designs should be done according to cultural needs and expectations in order to communicate effectively with the audience. Iran's designs in some periods have clearly failed in this regard and there is a need to pay more attention to cultural and social needs.

Comparing the design of Iran's Olympic uniforms with successful international examples shows that successful countries in this field have benefited from professional and expert designers and have been carefully coordinated with international standards. Spaaij, R. (2022). They show that successful designs use national symbols effectively and are in harmony with global taste. These designs have been able to show the national identity of countries and at the same time be in harmony with global expectations.

Suggestions for improving the design of Iran's Olympic uniforms

1. Attracting professional designers: In order to improve the quality of designs, it is necessary to attract professional and expert designers in the field of designing Olympic clothes. Using designers with international knowledge and experience can help create high-quality designs in line with global standards. Rooney, Paul. (2012) emphasize that the use of experienced and specialized designers in the design of Olympic uniforms can lead to better results.

2. Paying attention to cultural and social needs: the designs of Olympic clothes should be done according to the cultural and historical symbols and colors of the country. This attention can help create a more effective connection with athletes and spectators and increase the impact of the designs. Spaaij, R. (2022). They suggest that the designs should pay special attention to the cultural and social needs and be in harmony with the cultural expectations of the society.

3. Improving management and coordination: Improving management and planning in the National Olympic Committee, including proper budget allocation and coordination between different departments, can help improve the final quality of designs. Spaaij, R. (2022). They emphasize that effective management and coordination among different teams are key factors for success in designs. Creating specialized teams to monitor the design and production process and improve decision-making processes can help improve the quality of designs.

4. Use of new technologies: Using new technologies in the design and production of clothes can help create innovative and high-quality designs. It states that new technologies can facilitate the design process and improve the final quality. The use of advanced design software and digital printing technologies can help create more complex and accurate patterns and reduce production time. Kiani et al. 1402.

5. Improving interaction with cultural and social experts: Improving interaction with cultural and social experts can help improve the final designs. Holding consultation sessions and interacting with experts can help to identify more accurate cultural needs and expectations and provide designs that are more in line with the taste and culture of the community. Wolfgang, Wagner (2018) suggest that interaction with cultural experts leads to more successful designs that have the ability to effectively connect with audiences. This interaction can include surveys of athletes, cultural experts, and even the general public so that designs are created based on real opinions and needs.

6. Empowering design teams and continuous evaluation: Empowering design teams through specialized training and updating their knowledge can help improve the quality of designs. Also, creating continuous evaluation processes to identify the weaknesses and strengths of designs and their continuous improvement can increase the effectiveness of designs. Wolfgang, Wagner (2018) emphasize that continuous evaluation and empowerment of teams can help improve the quality of designs and increase their impact at the international level. Holding training workshops and specialized courses for designers and executive teams can help improve the final quality of designs and create innovation and creativity in the design process.

To achieve successful designs, long-term and strategic planning is essential. Creating a roadmap for the design and production of Olympic uniforms that includes the stages of design, sourcing, and quality assessment can help improve the final quality of the designs. Forming specialized teams to design and produce Olympic uniforms can help improve the quality and coordination of designs. These teams should include designers, cultural experts, and project managers in order to work effectively on different projects. Effective communication with various stakeholders, including athletes, NOC officials, and the general public, can help identify more accurate needs and expectations. slow (Quesado 2016).

This communication can be done through surveys, cultural consultations and feedback sessions. Establishing continuous monitoring and evaluation processes for designs can help identify strengths and weaknesses and improve final quality. These processes should include internal and external evaluations, analysis of public feedback, and monitoring of compliance with international standards. The use of international consultants in the field of designing Olympic uniforms can help improve the quality of designs and their compliance with global standards. These consultants can share their experience and knowledge in the field of successful international designs. In the end, it should be said that the analysis of the design of Iran's Olympic uniforms and its comparison with the world's successful examples clearly shows the need for improvement in the design and implementation processes of these uniforms. The strengths and weaknesses of the designs, the factors affecting the inefficiency, and the comparison with the successful world designs, clearly clarifies the necessity of improving the quality and impact of the designs of the Olympic uniforms. According to the suggestions presented, including attracting professional designers, paying attention to cultural and social needs, improving management and coordination, using new technologies, and interacting with cultural experts, the Iranian National Olympic Committee can improve designs and enhance the country's national image at the level to achieve international These actions can lead to the increase of national pride and positive influence of Iran in the world arena. Successful and high-quality designs can help represent Iran in international competitions and increase credibility and respect for the country's culture and national identity.

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