

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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