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## The sports veil between commercial investment and political quarrels

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### Abstract:

The veil bears a religious symbolism linked to cultural identity, but it has become the subject of conflict and conflict between the owners of companies investing in the sports veil trade in the West and the extreme right-wing political currents that oppose and reject the veil in general.

This research paper attempts to shed light on the controversy between culture, politics and religion in France, with regard to the issue of the sports veil. Which, in the end, constitutes a game of material commercial interests, and is exploited at the same time by currents and parties to serve their political goals and ambitions.

**Keywords:** Hijab, commercial investment, political quarrels. Sports diplomacy

## 1. INTRODUCTION

Sport is a citizenship right, whether at the level of individual practice, or when it turns into a social activity practiced in the public space designated for that purpose. In halls, stadiums, sports vehicles, or even in the courtyards of some schools. Perhaps it is one of the activities that most attracts human interest, and sport is not separated and isolated from general social mobility. Therefore, we find large audiences following the course of sports and its events, especially the official local and international demonstrations. Sports may represent the most important degree and is considered the first field of follow-up in the lives of people in various countries of the world.

Therefore, sport is a means of global communication and acquaintance, and strengthening social ties. For those who carry the true sporting spirit with its morals that isolate it from any other field, and do not involve itself in politics. International sports institutions always call and strongly stress not to involve sports in political slogans, or to exploit sporting events, activities and tournaments to pass on political messages and slogans, whatever they may be. They strictly prohibit penalties, fines and suspensions for anyone who violates these laws and literature.

From a religious and cultural perspective, there are many obstacles facing women in practicing sports, whether in Arab societies or even in civilized Western societies. However, women around the world, Muslim women in particular, have used sport as a means to challenge cultural and social controls. Going beyond traditional gender norms, sport has become a social feminist movement in order to realize women's ambitions In the world.

Some people wonder why women are associated with sports , and this field is called feminist sports , because sports provide valuable benefits to women in terms of physical fitness, as it gives them constant activity and physical strength . It also develops sound attitudes and correct behavior through some situations in group and individual games, gains self-confidence, enhances sportsmanship, and contributes to relieving psychological tension and relieving stress. It relieves emotions , exhausts excess energy, satisfies psychological needs, and helps with social adaptation. (jabar 2022, 193)

Women have achieved great successes in various types of sports, and sports no longer remain a male domain restricted to men only. The development of cities and

educating women helped women work and helped in their interest in practicing various sporting activities, whether team sports (football). , Volleyball , Handball ,...), or individual sports (swimming, gymnastics, shot put, horse riding,...). From a social standpoint, the view of girls' parents towards women's sports has changed, where sports and games are treated with respect and safety. Parents in cities also give some freedom to their daughters to practice sports. They do not prevent their daughters from even leaving the country with the intention of participating in sporting events in foreign countries .

As it is known that sports, sports in general help to treat diseases, lose weight and fight diseases such as diabetes and blood pressure, stimulate blood circulation and eliminate obesity. But women's sports do not only represent a requirement for both treatment and prevention, but rather a means for agility, fitness and good health, especially sports practiced in gyms . Sports are also considered a gateway for those who aspire to fame and high financial income. Women have begun to storm stadiums and sports halls and impose themselves in various women's sports competitions and demonstrations.

In the field of women's sports, the sports hijab is worn by a large percentage of girls in various sports competitions throughout the year. The hijab is not only a social and religious phenomenon, but it goes beyond it An identity symbol. Therefore, it remains a controversial phenomenon between politics and sports. Politics represents the art of the possible in light of the impossible, and it is the way to end conflicts and disputes when the interests of different groups intersect, in contrast to the use of force and authority to achieve this, and sports are described as being based on ideal principles . The question of our research paper is: When the interests of the two intersect, what is the result? Will sports become a means that politics exploits for multiple ends? Or does sports fix what politics spoils?

## **2. The concept of hijab**

### **2.1 Hijab language:**

According to Ibn Faris: "The ha, the ji, and the ba have one origin, which is the prohibition. It is said: I blocked him from such and such, meaning I prevented him (ahmed 1979, 75) . So blocking and veiling: preventing access. It is said: blocking it, meaning: blocking it and veiling it, and from it the curtain that prevents two things is said: veil; Because it prevents them from seeing each other, and the woman's veil is called a veil because it prevents them from seeing each other, and the doorman was called: an usher; Because he is prevented from entering upon him except with

his permission for fear of harm befalling him, and anyone who prevents something has blocked it, just as brothers withhold the mother from her obligatory prayers, as they withhold the mother from a third to a sixth. The eyebrows are part of the head because they are like the eyebrows to the eyes in protecting them from them, and the angel is hidden from the people, and he is hidden: if he is hidden from behind a veil. (ifriki 2012, 299)

## **2.2 Hijab in terms:**

The concept of the hijab is loose as a form that has evolved, differed, and diversified as a result of political, cultural, and social circumstances, but in general it is modest clothing with a religious basis, and it is a standard of moral commitment and chastity. Hijab is a term that regulates a number of social legal rulings related to the status of women in Islamic society, in terms of their relationship with those to whom it is not permissible for them to display their adornment.

## **2.3 The procedural concept of the sports veil:**

It comes in one piece that is sufficient to cover the head and neck at the same time. It is also distinguished by its flexible and light fabric, which facilitates exercise without feeling discomfort. The sports hijab has models in multiple colors, catering to different tastes. On the one hand, it keeps up with fashion in the world of clothing, and on the other hand, it can partly fit with the teachings of religion and reflect the identity of the Muslim woman. On the one hand, it keeps up with fashion in the world of clothing, and on the other hand, it can partly fit with the teachings of religion and reflect the identity of the Muslim woman. Girls wear different types of clothing in all types of sports, whether individual or group, in order to confirm their cultural identity and religious values, which is a kind of challenge and self-confidence in the sports field.

## **3. Investment concept**

### **3.1 Investment language :**

Investment is the source of the verb invest, investment is derived from fruit. Investment is the use or use of money with the intention of achieving the fruit of this use, so the money increases and grows over time, and fruitfulness refers to the fruits produced by trees. Thus, the increase is called fruit because it is in excess of the original money. As a matter of metaphor and not reality, investment in language means seeking growth, while investing money in language means seeking the fruit of money, which is its growth and product. (mostafa2000 ., 10)

### **3.2 Investment as a real term:**

Investment is that purposeful human activity that works to multiply material and moral benefits by investing money in productive projects that take into account society's priorities within the framework of the nation's values and ethics. They also defined it as: the exploitation of the product represented by the doubling of the financial liability for processing, (garboe 1999, 2) the sum of the total value and quantity of capital used in producing a group of services, goods, and materials and providing them in designated markets, in addition to the group of properties, assets, and shares that individuals obtain to obtain money . " It is giving away money that he owns at a specific moment and for a specific period of time that may be longer or shorter and linking it to one or more assets that he holds for that period of time with the intention of obtaining future financial flows to compensate him :

- The current value of the money that was given up in order to obtain that asset or assets .
- The expected decrease in these purchasing funds due to inflation .
- The risk arising from the possibility that desired financial flows will not occur as expected. " (ziad 1998, 75)

As the word investment means; The use of purchased assets by a person or company for later profit; As the value of assets increases over time; When merchants buy goods for investment and do not dispose of them and store them , and wait for their value to increase in order to achieve profit, and in another practical way, investment is defined as dispensing with some assets (such as buying a piece of land with money) at the present time with the aim of achieving a greater return for it in the future, and it is worth noting that stocks Bonds and real estate properties are among the most important financial assets that generate benefit and future income for the investor (Hayes 2021, 20)

### **3.3 The concept of sports marketing :**

Sports marketing ( Marketing Spor t ) is an interrelated process that aims to plan, price, promote and distribute the product, service or sports activities that satisfy the needs and desires of the beneficiary or current and prospective consumers.) (elhadj 2018, 6) This type of marketing is done through sports by promoting goods or services . Sports marketing is done through a variety of platforms, such as billboards inside stadiums, advertisements on television channels , and through various social media outlets .

## **4. The sports veil from idea to investment**

### **4.1 The idea of a sports hijab:**

The idea of the sports hijab goes back to 2015, when Shazia Hussain, a British girl, was working part-time at Foot Locker, and she had an obsession with wearing coordinated sports clothes. She also loved to train in gyms, and wearing the hijab was a new challenge for her. She says, "I didn't know how to wear the hijab at all, let alone wear it in the gym !" The lack of choice online prompted Shazia Hussain to create her own sportswear brand called SH Athletics from October 2015, creating modest, comfortable workout clothes that were generally accepted. But when she started reading articles referring to her as an entrepreneur, Shazia realized she could launch her own business. She says, "I believed in my abilities and thought I was doing what needed to be done, and I believe that the beginning of many companies was like this." Since 2017, Shazia has also become the first hijab ambassador for Nike UK, a position created to promote the hijab made by this brand. Hussein will participate in the British Red Bull Academy with other entrepreneurs who want to make a change within their communities .

Shazia's work - from her day job as a personal trainer to manufacturing her own sportswear business - is united by a common theme of helping others feel confident in their endeavours. "The most common thing I hear from women is that they are afraid of men's looks," she says. She adds that this makes women feel as if they are not in a gym, but rather at a party . Thus, Shazia founded SH Athletics when she realized that if she couldn't find clothes that made her feel comfortable and confident, then a lot of women must feel the same way. Shazia remembers, "I looked around and found that there are such clothes in Malaysia, Turkey and Singapore, but they do not exist in Europe." "I said there is a need for such sportswear in Europe." (<https://www.alqabas.com/article/5701476>: 2022)

### **4.2 Sports hijab fashion:**

In general, the idea of sports hijab fashion was initiated by Nike, and its greatest goal was to provide girls with sports clothing that suits them while practicing sports, and at the same time suits modern fashion and meets their demands. Nike took the step of designing the sports hijab to encourage girls to practice sports, go to clubs, and strengthen the spirit of sports among members of communities, and it launched this hijab for the first time in the Middle East . However, the company backed away from that idea due to a wave of angry criticism from prominent politicians,

including the French Minister of Health, Agnes Bouziane, who declared that the sports hijab “is not compatible with France’s values .”

In light of the increasing number of Muslim women in Europe who are active and practicing in the world of sports, designing sportswear specifically for veiled women is a long-awaited step. Following in the footsteps of sportswear giant Nike, which launched its Pro Hijab line , and sportswear brand Under Armour, its own version of hijab sportswear. Many international brands have appeared and launched hijab models dedicated to sports, the first of which was Nike in 2018. This step came to encourage veiled women to practice university sports, without any obstacles. On the contrary, while generating in them all feelings of comfort from... All aspects. Adidas navy blue hijab , which comes in a more calm color. The black Nike hijab or the Under Armour model. You can also choose the black PrettyLittleThing design available on VogaCloset . Also, the beige Rabia hijab and the Haute Hijab model

The first sportswear for veiled women launched by this brand is called Women's UA Sport Hijab , and it features some exciting additions. “We worked with some Muslim athletes to create a sports-specific hijab,” the brand states on its website. “We made prototypes and tested them in action. “They are breathable, dry quickly, stay comfy, and even have a place for headphones.”

(<https://www.instagram.com/p/CCtmP4qAwHq/> 2022)

The slogan for this type of hijab was what the director of the French fashion house Decathlon said: that his company aims behind this product to make “sport accessible to all women.” Angelique Thibault, who is responsible for the company’s brand, said that this product would help ensure that Every woman will be able to run freely in every city and in every country, regardless of her athletic level, shape or religion .

### **4.3 The sports hijab and the investment market :**

entered the science of sports to open new markets that were not available before. Sports became an interesting subject for promotion and marketing, and what is called sports sponsorship, sports marketing, and sports financing (elhadj 2018, 201) appeared. Hijab Riyadh has transformed from being merely a space for entertainment and practicing hobbies to a large field and sector for investment and competition among businessmen. The latest global statistics indicate that the volume of global investment in sports is in millions of dollars, and the sports entertainment and recreation industry amounts to (2000) billion dollars in the world.

Sports in the United States of America also contributes (220) billion dollars to the American economy, equivalent to double Automotive industry production.

The fashion market, which specifically targets Muslim women, is expected to reach \$484 billion in 2019, according to forecasts of the Global Islamic Economy Report issued by Thomson Reuters. In late October 2015 at an investor conference in the United States, Nike officials said they expected to increase revenues in their women's division from \$5.7 billion to \$11 billion in the next five years. Nike Global Product Sector President: "Nike Women continues to be one of our biggest opportunities." The purpose of making this hijab and others is merely a profitable means of making billions of dollars. The American sportswear and gear company said. The sports hijab has become a fashion promoted by the most powerful international brands. In addition to the profit aspect, by seeking to attract the largest number of women from the Arab region, the idea of designing sports fashion for veiled women came because of the problems we face during competitions, and with the aim of encouraging veiled athletes not to be afraid. From the view of some Western societies that reject their dress and participation in the most powerful international sporting events.

## **5. Political disputes over the sports hijab:**

### **5.1 Sports hijab and politics :**

However, this practice of wearing the hijab in sports has faced bans and rejection by international sports federations. Marketing products targeting Muslim women in France is always controversial (social networking sites). For example Not limited to. Republican spokeswoman Lydia Giroux revolted against Decathlon on her Twitter page , saying that the company "submits to Islamists and denies the values of our civilization ." As for the Socialist MP in the European Parliament Valerie Rabault proposed a boycott of Decathlon In France, supporting what was stated in a statement by the International Women's Law Association criticizing the hijab as an indication that Decathlon promotes gender segregation .

The French Senate voted in favor of banning the wearing of head coverings (hijabs). In sports competitions, pointing out the need to maintain neutrality in stadiums , after the meeting in which the proposed law was amended, which refers to wearing "religious symbols." It is noteworthy that female civil servants in France, which follows secular principles, are not allowed to wear a head covering during working



hours, and wearing the hijab in public places is prohibited. Clothing seen as an assertion of religious identity remains controversial in France, even if it is legal . But France's highest court later ruled that the ban was against the law. This ban prompted some human rights organizations to accuse France of “Islamophobia,” especially in the wake of its ban on the niqab in 2010. “ The anger of right-wing political parties in France escalated through social networking sites due to many stores announcing the marketing of the sports hijab. To the point that some said: The sports hijab reunited France after it had been torn apart for several weeks by continuous demonstrations from the yellow vests . According to the French daily newspaper " Le Monde " , the publicity officer for the Decathlon store chain, Javier Rivoire, tried to justify that his company (Decathlon) decided to provide it so that all women, regardless of their cultural and religious origin, could afford it, and not just for Muslim women . The reactions of the right-wing movement varied, calling for Some representatives boycotted the goods of the clothing house chain “Decathlon” in response to its decision to market clothes for veiled women . Representative Aurore Bergi, who belongs to the ruling party, said in an official statement, “I do not trust a store that abandons our values. Sports should be a source of liberation, not submission .” As for the National Front Party The extreme right sees the Decathlon decision as “a new type of Islamic sectarianism practiced in public spaces .” Moreover, reactions continued, as Eric Ciotti, advisor to the Republican Party candidate, Valérie Pécresse, denounced “the submission of the ruling majority and the French authorities, who refuse to ban the wearing of the hijab in public.” “Sports competitions, in favor of political Islam .” But on the other hand, there are positive statements in favor of the sports hijab. Freges Guanico (Socialist Party) criticized Eric Ciotti’s statements and affirmed, on the contrary, that “sport contributes to integration within French society, to building bonds of brotherhood, and to rejecting discrimination and hatred .” As for former Minister of Youth and Sports, Marie-George Bouvet, she called for more “trust” so that “secularism and neutrality are at the heart of sports practices .” In a statement, Elizabeth Moreno, Minister in charge of equality between men and women in the government of Jean Castex, considered that “women have the right to wear the hijab. ” To play football on the field.” She added on the LCE news channel, “The law says that these young women have the right to wear the hijab and play football at the same time. Today, the hijab is not banned on stadiums. I want this law to be respected .”

## **5.2 The struggle of veiled women to practice sports:**

The association's statement said that it was "a very bad thing for the millions of women who are fighting around the world for the freedom of their bodies and minds, and risking their lives," asking whether the sports world wants Really contributes to eliminating women's freedom? She also organized a group of veiled girls who are members of an association of female football players who fight to wear the hijab In sports competitions, they held a protest in Les Invalides Square on Wednesday in Paris to express their rejection of a draft law that prevents them from practicing sports while wearing the hijab. The girls received support from famous football players such as Eric Cantona, Lilian Thuram and other sports figures .

And condemning a draft law proposed by the "Republic on the Move" party that prevents veiled girls from practicing sports . The female demonstrators raised slogans against this decision, including "Football is for all" or "Let us play." They then held a friendly match before darkness descended on the square . These veiled female athletes had previously organized a football match in the Luxembourg Garden near the headquarters of the French Senate to demand the cancellation of the draft law that prevents... Exercising with the hijab . Following the Administrative Court's announcement of the suspension of the decision to ban the demonstration, veiled female athletes flocked to "Les Invalides" square in central Paris to express their joy . Girls had to choose between wearing the hijab or playing sports. Although French law grants freedom of conscience and secularism.

For this purpose, the "Citizenship Alliance" association was established in 2020. It demands that the French Football Federation change its statute and allow all women to express their opinions, enjoy their hobbies, and participate in sports competitions without fear or pressure, and without wondering whether we will play today or not . The association organizes football matches and launches initiatives on social networking sites to force the French Football Federation to change its basic law, which does not allow veiled girls to play this game, unlike the International Football Association, which sees no objection to this . It continues the struggle to abolish Article No. 1 of The French Football Federation law prohibits "wearing any clothing that may suggest a political, union, religious or philosophical affiliation" in sports competitions . In November 2021, the "Citizenship Alliance" association asked the Council of State to abolish this article from the French Football Federation system .

### **5.3 Sports Diplomacy:**

The relationship between sports and politics is considered a dialectical relationship. Both contribute to building sustainable peace between peoples and countries. It is recognized in international politics that sports contribute to resolving political problems between governments and open the doors to reconciliation between countries. If sports cause a crisis between peoples, politics intervenes and addresses what resulted. About fans' emotions .) aref 2010)

The relationship between politics and sports carries a number of connotations and meanings that have crystallized throughout history among different peoples. In order to determine the beginning of the appearance of the two words (sport) and (politics) in the languages of peoples, and the development of their meaning, it would be more useful to take into account the facts that researchers in the history of sports have found that prove that people have practiced sporting activities for thousands of years, and bear witness to that. Their architectural, artistic and literary monuments preserved to this day. It is also more useful to take into account the facts that researchers in the history of civilization have found that prove that people have practiced political action since the oldest civilizations, and this is attested to by the systems of government they established, the covenants and covenants that governed the relations of states, and the conflicts and wars that plagued them.) (benazouz 2023)

Sports diplomacy also uses sports as a means of influencing diplomatic, social and political relations. Sports diplomacy can transcend cultural differences and bring people together. The use of sports and politics has had both positive and negative effects over time the date . Sports competitions and events had the intention of bringing about change in some cases. Patriotic enthusiasm is sometimes associated with victories or losses in certain sports on sports fields. While the Olympics are often the greatest political example of the use of sport as diplomatic tools, cricket and football (association football), as well as other sports on the global stage, have been used in this regard. In case Apartheid ( the apartheid system), used sports to isolate South Africa and bring about major reform in the country's social structure. While ethnicity and race can be divisive, sports can help bring together differences. (Cornell 2000, 03)

Sport is considered a universal language for all peoples. It is also considered a tool for developing the values of friendship, love, peace and security. It has also become an alternative to political conflict, absorbing political tensions between countries of

the world . It also deepens the sense of belonging to and loyalty to the homeland. The relationship between sports and politics has been clear since the beginning of the modern Olympic cycles, where sports and politics still go together, and as a distinct phenomenon to express conflict and competition between nations and political and economic philosophies in our human world. Likewise, individual athletes participating in competitive matches have not been hidden since the beginning of the first Olympic cycles. The conflicts that afflict countries had a direct and negative impact on competitive matches, especially when feelings reached a certain degree of tension and frustration . (elbourini 2020)

Sports diplomacy is a term that describes the use of sports as a means of influencing and resolving political conflicts and disagreements. Sports diplomacy can transcend cultural differences and bring people together . As the Olympic Games are often the biggest political example of the use of sports as diplomatic tools, football (association football) as well as other sports are on the global stage . It has been used in this regard. In the case of apartheid ( Apartheid), sport was used to isolate South Africa and achieve major reform in the country's social structure. While ethnicity and race can be divisive, sports can help bring together differences . "

Wearing the hijab has long been prohibited at the international level in women's sports competitions, and even local ones in many countries of the world . The International Federation of Association Football accepted the amendment to the law, which currently allows wearing the hijab or not according to choice . In the end, the parties reached a consensus that authorized the wearing of the hijab as a cultural sign, not a religious one. Then the International Football Association Board gave permission for this, and it was accepted and allowed for the first time by FIFA in 2012. This is the reason why other sports federations allowed it after that. This was the first time that FIFA retracted a previous decision .

Since that time, many sports federations have relaxed their laws regarding this subject. In particular, we mention the World Karate Federation in 2013, and the International Association of Athletics Federations previously, which did not legislate any text against wearing the hijab. Then he tolerated wearing it during the 2012 London Olympic Games. This step was the beginning of a signal and an opportunity to launch a large and widespread trade in the world for selling and marketing the sports hijab. What confirms the size of the profit and investment in this field is the decision issued by major American sports equipment companies to

market similar hijabs, and that the Islamic fashion market will reach approximately \$3,733 billion in 2022, according to the “ State of the Comprehensive Islamic Economy 2017” report. Which was issued by Reuters, and that this controversy, which took place over several days in the pages of newspapers and on the screens of French television channels, constitutes free and invaluable propaganda for the French company .

## **6 . Conclusion:**

The battle of the hijab has not ended and will not end, whether in the Arab or Western world. Because the hijab represents the Islamic identity with its various sects and trends, and reflects the symbolism of Islamic culture, it is always the one who creates the event, especially among those extremists from the movements affiliated with the extreme right in the West and opposed to the Islamic presence in Europe. Sports may fix what politics has ruined Diplomacy has gathered Sports are what different ideologies differentiate .

The truth is that the matter is evident in many international sporting events, where all ethnic and religious considerations are dropped and only the concepts of citizenship and human competition are given the word. Even all sports clubs in various types of sports are a homogeneous mixture of races and ethnicities, but they are united by sports . At a time when some extremist parties are trying to sow hatred and violence. In the end, the sports hijab remains a personal freedom, and what is important in the end is that the behavior of its wearer be civilized and that others must respect religious privacy. In the end, sports triumphed over politics in many rounds and crises . Sports remain a human field and field without identity and cultural determinants. Sports are governed by the laws of the games and not the laws of states and governments.

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