

Beerschot Denies Plagiarism Claims After Designer Alleges Copying of Floral Shirt Design

Published on 22 Aug 2025 | By IFI Correspondent



Beerschot Responds to Plagiarism Accusations Over New Football Shirt Design

Belgian football club **Beerschot** has released an official statement following accusations of plagiarism over its newly unveiled football shirt. The controversy stems from claims by **London-based designer Diana al Shammari**, known on Instagram as *"thefootballgal"*, who alleges the club copied her signature floral embroidery style.

Al Shammari, who has previously collaborated with **the Belgian Red Devils, Bayern Munich, Manchester City, and Adidas**, is known for her embroidered football shirt creations. After spotting Beerschot's new shirt featuring similar floral elements, she accused the club of copying her concept.

The dispute gained traction after Al Shammari publicly commented under Beerschot's launch post on Instagram. In response, the **CEO of Nova**, the company that produced the shirt, claimed they had reached out to Al Shammari for a collaboration but received no reply, leading them to develop the design independently. Al Shammari, however, has expressed her intention to seek a **settlement** and hinted at possible **legal action** if one is not reached.

Beerschot's official statement disputes the plagiarism claim, stressing that the design was created **independently**:

"This shirt originated during an internal design meeting. It was inspired by Antwerp's rich fashion history and renowned designers. Floral motifs have been a part of Antwerp fashion for decades, as seen in the work of Dries Van Noten and others. The purple violet on the shirt also symbolises Beerschot. The result is an original design, born from multiple influences."

At present, it remains **uncertain** whether Diana al Shammari will move forward with legal proceedings. The case highlights the growing intersection of **football, fashion, and intellectual property rights**, where originality and inspiration often collide.