



History of FIFA World Cup mascots

Introduced for the 1966 World Cup, official mascots have become synonymous with the defining characteristics of a host nation – injecting a bit of fun and frivolity as well as promoting lucrative tournament merchandise



WORLD CUP WILLIE

England, 1966



JUANITO

Mexico, 1970



TIP AND TAP

West Germany, 1974



GAUCHITO

Argentina, 1978



NARANJITO

Spain, 1982



PIQUE

Mexico, 1986

◆ **La'eeb** is an Arabic word meaning super-skilled player

◆ Although not explicitly stated, La'eeb emulates appearance of a **ghutra** – traditional Arab cloth headress worn in Qatar

FIFA WORLD CUP Qatar 2022

◆ Creators of La'eeb say it hails from parallel mascot-verse that is indescribable – and that its form is open to interpretation

◆ La'eeb is adventurous, fun and curious, and encourages everyone to believe in themselves



© FIFA TM



CIAO

Italy, 1990



STRYKER

USA, 1994



FOOTIX

France, 1998



ANT, KAZ AND NIK

Korea/Japan, 2002



GOLEO VI & PILLE

Germany, 2006



ZAKUMI

South Africa, 2010



FULECO

Brazil, 2014



ZABIVAKA

Russia, 2018