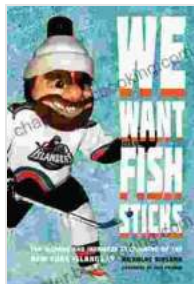


The Bizarre and Infamous Rebranding of the New York Islanders



We Want Fish Sticks: The Bizarre and Infamous Rebranding of the New York Islanders by Nicholas Hirshon

★★★★☆ 4.5 out of 5

Language : English
File size : 4620 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 312 pages
Lending : Enabled



In 1995, the New York Islanders made one of the most bizarre and infamous rebrandings in NHL history. The team changed its logo, uniforms, and even its name, becoming the New York Islanders. The rebranding was a disaster, and the Islanders have never recovered from it.

The Old Islanders



The New York Islanders were founded in 1972 as one of the original six teams in the NHL's expansion era. The team quickly became one of the most successful in the league, winning four Stanley Cups in a row from 1980 to 1983. The Islanders were known for their strong defense and physical play, and they were one of the most feared teams in the NHL.

The Rebranding



In 1995, the Islanders were struggling both on and off the ice. The team had missed the playoffs for the past two seasons, and attendance was declining. In an attempt to revitalize the franchise, the Islanders decided to rebrand the team.

The new logo was a stylized version of the Statue of Liberty. The uniforms were changed to blue and orange, and the team's name was changed to

the New York Islanders.

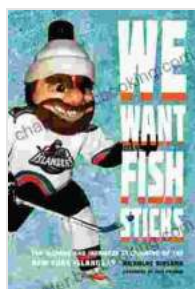
The Backlash

The rebranding was met with almost universal criticism. Fans hated the new logo and uniforms, and they were angry that the team had changed its name. The Islanders' attendance continued to decline, and the team never recovered from the rebranding.

The Aftermath

The Islanders have been trying to rebuild their brand ever since the disastrous rebranding of 1995. The team has changed its logo and uniforms several times, but it has never been able to recapture the success it enjoyed in the early 1980s.

The Islanders are a cautionary tale about the dangers of rebranding. When a team changes its logo, uniforms, or name, it risks alienating its fans and damaging its brand. The Islanders have never recovered from the rebranding of 1995, and it is unlikely that they ever will.



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