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Critical shirts a hit with Austrians

Alexandra Hudson, Reuters

Austrian fans disappointed with the performance of their national team can make their point with a range of clothing and underwear in their national colours bearing the slogan HOSTED BY LOSERS.

Barring one suggestion that she should be burned as a witch, Stefanie Schoeffmann, responsible for the merchandise, said it has been well received.

"I am a proud Austrian and a patriot, although I would not go around waving flags," said Ms Schoeffmann, sporting a shoulder bag from her range.

Following Austria's nine-game winless streak, a wave of both despair and black humour spread among fans.

Since she began producing the clothes, orders have poured in from both Austria and Switzerland.