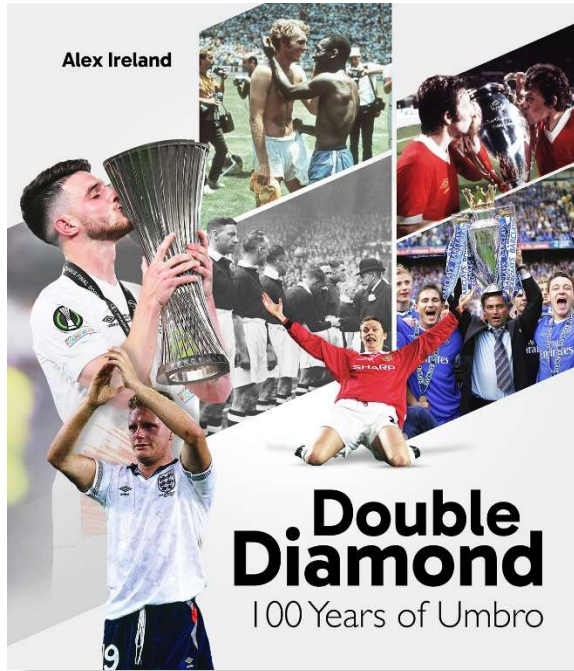




Title information



Double Diamond

100 Years of Umbro

By Alex Ireland

Key features

- First book to cover Umbro's 100-year history, including its central role during the evolution of modern football and the sportswear industry
- Exclusive interviews with Umbro employees from across seven decades, as well as football and sportswear experts
- Informed by access to Umbro's archives, containing 100 years of catalogues, garments and other unique artefacts
- Alex is a university academic and football writer, with a primary interest in football kits
- His first book, *Pretty Poly: The History of the Football Shirt*, was published by Pitch to wide acclaim in 2023
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Double Diamond is the story of Umbro, an ever-present figure in the development of modern football and the multi-billion-pound sportswear industry. From Sir Geoff Hurst's World Cup Final hat-trick to Sergio Agüero's 2012 injury-time Premier League-winning strike, Umbro has featured in more iconic footballing moments than any other brand. Football writer, kit collector and university academic Alex Ireland charts the Manchester sportswear firm's 100-year existence, from its 1924 foundation in a Cheshire pub backroom to clothing 85 per cent of British clubs and half the World Cup finals teams by 1966. You'll discover the central role Umbro has played in the evolution of sportswear, the firm being a leader in the application of new technologies and innovations. From the invention of the replica kit in 1959 to supplying 11 teams in the inaugural 1992/93 Premier League season, Umbro has remained a key player through the advent of TV, the internet and the growing commercialisation and globalisation of the beautiful game.

Details

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