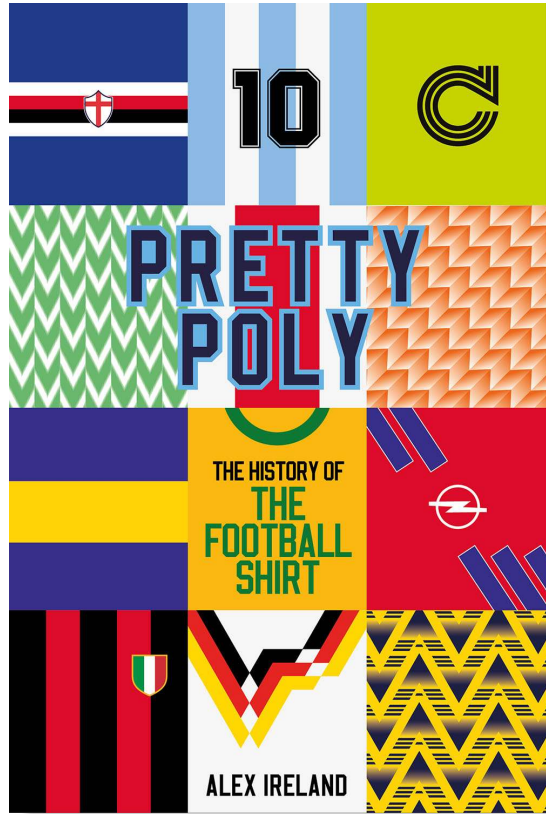




Title information



Pretty Poly

The History of the Football Shirt

By Alex Ireland

Key features

- First book detailing the 150-year history of the football shirt, which now forms the hub of a billion-dollar industry
- Exclusive interviews with kit designers, collectors, historians, players and key figures from the retail kit industry
- Alex is a university academic, writer and editor of *KIT Magazine*, the first magazine focused on kits; he is also co-founder of *KIT Mag*, a top-100 UK football podcast
- He has written about football kits and history for leading publications including *World Soccer*, *KIT* and *Halb Vier*
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Pretty Poly tells the fascinating story of the football shirt, charting its dramatic evolution over a 150-year period, from modest beginnings to a product at the centre of a billion-dollar industry. An emblem of everything it means to be a fan, the football shirt evokes memories of triumph and disaster and acts as a symbol of belonging to a chosen footballing tribe. Packed with facts, figures and anecdotes, *Pretty Poly* explores the history embedded in every feature of modern-day strips, from necklines to namesets. It covers their ever-changing shape, the emergence of dedicated club and national colours and the often surprising reasons behind them. It also looks at the companies and designers behind some of our favourite strips, and explores the birth and exponential growth of the replica-kit industry. Along the way, we learn the histories of the iconic sponsors, names, numbers, patches and badges, and meet the kit collectors with a burning lifelong passion as we delve into the burgeoning vintage kit market that feeds their interest.

Details

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