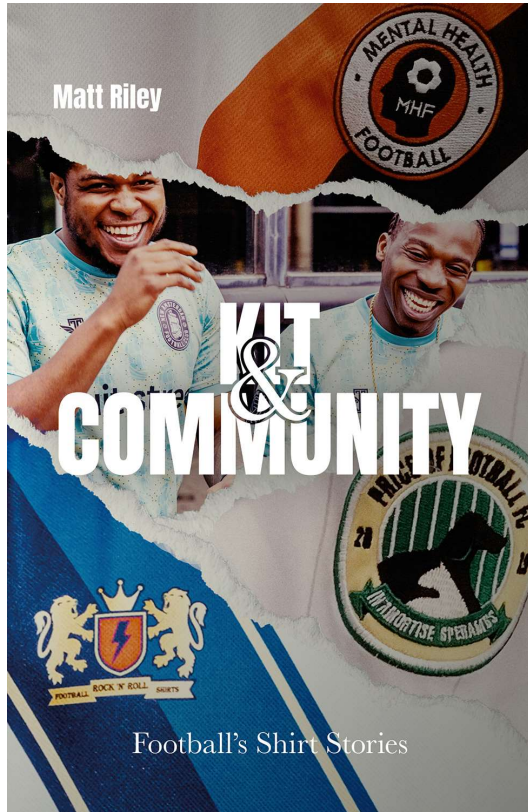




Title information



Kit and Community

Football's Shirts and the Stories they Tell

By Matt Riley

Key features

- Discover the unique stories behind inspirational and meaningful football-shirt designs
- Interviews and exclusive access to designers, producers and campaigners using shirts to tell their story
- Foreword by highly respected football-finance expert Kieran Maguire
- Chapter written by Football 365's John Nicholson
- Allows the people who make the shirts to share their memories along with tales of inspiration and ethics
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Kit and Community digs beneath the surface of inspirational and meaningful designs to reveal the incredible causes that use football shirts to spread their message. Starting with Stanno's Shirt, we meet Gig and Roger, the parents of Exeter City legend Adam Stansfield, who was cut down by cancer at the heartbreaking age of 31. Gig and Roger share how their son's shirts meant, and still mean, so much to them. Then there's York City photographers Kieran Archer, Chris Payne and Tom Poole, who designed the club's stunning centenary shirt, celebrating the city's heritage of chocolate making, illustrated by outstanding images. The trio describe every step of the design process. Plus, in a joyously inspirational interview, Tania and Jayme from Football Shirts FC (for charity) discuss their mission to use shirts to support cancer charities close to their hearts. As these and other accounts in this innovative book show us – every shirt has a unique story to tell.

Details

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