PRESS RELEASE

14 April 2020

Press pack (images / video): [download](https://www.dropbox.com/sh/rmy04lth7rjuowg/AAA1TS6Seup7NTwCtkxm32Lua?dl=0)

[Video - Icon in Focus: West Germany 1988-1991 shirt - free to imbed in your website](https://www.youtube.com/watch?time_continue=9&v=QRUQkmv-KO0&feature=emb_title).

**FOOTBALL SHIRT EXHIBITION GOES ONLINE**

**EXPLORE SHIRT DESIGN AND FASHION– THEN VOTE FOR THE WORLD’S VERY BEST!**

A major exhibition of football shirts will make its full debut online.

**Strip! How Football Got Shirty**, opened at the National Football Museum in November and has been a huge hit with visitors.

With the museum closed during the coronavirus crisis, curators have now transferred highlights from the physical exhibition to the internet.

Visitors can enjoy in-depth analysis, opinion, and discussion by the exhibition curators and shirt industry insiders into what makes certain shirts so special.

Don your kit and get involved at <https://nationalfootballmuseumstrip.com/>

**MEDIA OPPORTUNITY**: **Interview Jon Sutton, lead curator for Strip!, about the magic and majesty of football shirts. Contact** **dickie.felton@nationalfootballmuseum.com**

As part of the online action, the nation is also asked to take part in the ultimate poll to decide the Greatest Shirt of All Time (G.O.A.T).

For the first time vote whether Crystal Palace away (1976-77) is really better than Juventus (1989-90) or if Wales (1976-79) can really put Denmark (1986-88) to the sword.

Watch interviews with Ina Franzmann - designer of the classic Adidas 1988-1991 West Germany shirt, hear from present day kit creators from top brands, and read about the modern day shirts which carry ethical and environmental messages.

Jon Sutton, National Football Museum’s lead curator for Strip! said: “We had a fantastic response from visitors to the exhibition with lots of lively debates, opinion and swooning over a century of football shirts.

“Although the museum is temporarily closed we want to give visitors the opportunity to still see some of these amazing shirts and stories about them online. People can watch video interviews with key figures in the creation of the most famous jerseys.

“Football shirt culture is a huge phenomenon and has devotees across the world. On one level it’s about fan identity with their club or country. But this exhibition also appeals to people interested in fashion, design and sustainability.”

**Strip! How Football Got Shirty,** opened at the National Football Museum in November.

It explores the design of 200 football jerseys, unpicking the global fascination with shirts and how they have influenced football culture, design, fashion and technology.

The exhibition examines how football shirts have developed from mere kit to genuine objects of desire, looking at the design of the football shirt, from the functional to the aesthetic, influential designers and manufacturers and the rise of the football hipster, as well as detailing iconic shirts and shirt disasters.

[www.nationalfootballmuseum.com](http://www.nationalfootballmuseum.com)

**ENDS**

**Notes to editors:**

For more information contact dickie.felton@nationalfootballmuseum.com

**NATIONAL FOOTBALL MUSEUM:**

The National Football Museum is currently temporarily closed.

The National Football Museum is a registered charity. It was established and its collection acquired thanks to £9.3m investment by the Heritage Lottery Fund. Its vision is to become a leading national museum by 2022, exploring why football is the game of our lives. The museum’s social purpose is to provide equal opportunity for all to enjoy football culture.

In January 2019, the museum became a charging attraction. All visitors except for those living within the Manchester City Council boundary now pay an admission fee. School groups within the Manchester City Council boundary are also admitted free of charge.

When the Museum reopens it will go back to its regular opening times: Seven days a week 10am – 5pm Last admissions 4.30pm. Open every day excluding Christmas Eve, Christmas Day, Boxing Day and New Year’s Day. The venue is fully accessible for wheelchair access. Cathedral Gardens, Manchester M4 3BG

[www.nationalfootballmuseum.com](http://www.nationalfootballmuseum.com)