

## **Football shirt assembly**

founders of Real Madrid chose the same colour for their club, from admiration of their values, fame and success.

Juventus are one of Italy's most famous teams. When they opened their incredible new stadium in 2011, they made a strange choice for the first game against invited opponents: Notts County, the oldest team in English football but now languishing in the lower leagues.

Since their founding in 1897, Juventus had worn a pink kit. However, in 1903 they needed to distinguish themselves from Palermo, who also wore pink. To help them decide on a new look, they turned to an English Juventus player, John Savage, who had helped found the club. With connections back in Nottingham, Savage contacted a colleague at Notts County Football Club to ask if Juventus could use the black and white stripes of Notts County. Since then, stars such as Platini, Zidane, Del-Piero and Ronaldo have enjoyed success in Turin wearing the colours of the Magpies of Meadow Lane, who are currently in League 2, the fourth tier of English football.

Another way that European clubs acquired their football kit was from the actions of a single influential man. Atletico Bilbao are one of only three clubs never to be relegated from Spain's La Liga. Since 1912, the club has had an unwritten rule whereby the club will only sign players who were born in the Basque Country or who learned their football skills at a Basque club. The town of Huelva is famous for the giant open cast mines of Rio Tinto, which create a surreal, almost lunar landscape. In 1902, Spanish football was born there, founded by Lancashire miners. In their first season, the Basque side wore a blue and white kit to honour Blackburn Rovers of Lancashire. However, by 1909 the kit was getting tatty. Juan Elorduy, a Basque student and player, was visiting the UK and contacted the original shirt providers, but found the Rovers shirts were sold out. On his way back to Spain via the port of Southampton, he decided to try his luck purchasing red and white shirts of the local team. Thus, the red and whites of Bilbao were born.

Club Atlético Newell's Old Boys is based in Rosario, Santa Fe. The Argentinian club was founded in 1903. Newell's Old Boys have won six Argentine Primera División championships plus three National cups. They nurtured a young Lionel Messi and gave Diego Maradona his own personal throne when manager. The club is named after Isaac Newell. As a 16 year-old, he made the journey to Rosario in 1869, 200 miles northwest of Buenos Aires, to work as a teacher.

Newell loved football - he brought the rules of the game and the first footballs to Argentina, promoting a game which would become a religion for the locals. In 1884, Newell opened the Argentine Commercial Anglican School; from the school grew a football club, called Newell's Old Boys. For its kit they took the colours of the school – red and black.

Many clubs used their kit to show appreciation of memories and old connections. Originally, Derry City in Ireland chose the colours of claret and blue as the club strip, the same colours as Aston Villa of Birmingham. However, this was all to change in the 1930s with the arrival of Manchester United, winning the FA Cup in season 1924/25. He had also scor,

