

FOR THE LOVE OF THE GAME

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1921-2021

"WE PLAY FOR THE LOVE OF THE GAME AND ARE
DETERMINED TO GO ON." -ALICE KELL

2021 marks the centenary of the FA ban on women from football. This erasure of the women's game lasted 50 years, forever shaping history.

This collection commissioned and produced by Goal Diggers Football Club shines a light on the often overlooked history of the women's game. The collection celebrates the footballers who fought to play the sport they loved and the strength of those still fighting.

The history of women's football is powerful and so are the players. We must not forget this history and 100 years on, we must not forget what happened in 1921.







THE KIT

DESIGNED BY ANASTASIA KUCHTA

The 2021 GDFC kit, designed by Anastasia Kuchta, commemorates 100 years since the 1921 ban. Rather than individual numbers on the back, each kit is given the number 1921. This is extremely powerful as it allows all the players wearing this kit the chance to educate those who question the reasoning behind this number. It's a chance to educate about a history shaped by the strength of those who were determined to play the sport they loved – even when their own governing body tried to prevent them.

The kit design is heavily inspired by the art deco style popular in the 1920s. The patterns and font of '1921' are evocative of design and fashion trends at the time of the ban. The keeper kit is uniquely powerful because the green colour is reclaiming the shades commonly associated with football pitches and marrying them with the 1921 era of the art deco style.

Each kit also includes Alice Kell's words, "We play for the love of the game and are determined to go on". This quote encapsulates 100 years of defiance women have shown by simply playing the game.

100% of profits from the kit shirts will go to Goal Diggers FC, to help continue making football more accessible for everyone - we want to put the all back into football.



GDFC PLAYING KIT

Available in short and long sleeve, unisex sizes YL, YXL, XS, S, M, L, XL, XXL

£28

100% of proceeds go to GDFC



GDFC KEEPER KIT

Available in short and long sleeve, unisex sizes YL, YXL, XS, S, M, L, XL, XXL

£28

100% of proceeds go to GDFC







THE MERCH

DESIGNED BY LILY ROSE GRANT

Artist Lily Rose Grant worked with GDFC to create limited edition merchandise that celebrates the defiance of the women who fought against a society that ardently believed football was a sport for men.

These pieces feature six stories from the history of the women's game, including; **Alice Kell** (1921), the first captain of the infamous Preston-based Dick, Kerr Ladies; **Preston Ladies** (1926-1939), who continued to play at non-FA grounds; **Sue Lopez** (1971), first English woman to play full time; **Hope Powell** (1998), first full-time coach for the England Women's International Team; **Chloe Morgan** (2021), a professional goalkeeper and a football coach who is also working to change the racist, sexist and homophobic structures which still exist in football; and **Sammy Walker** (2021), a transgender footballer, who currently plays in the Women's National League South, the third tier of English women's football.

Two of the shirts in the collection are composed of the Progress Pride flag colours, visually linking the kit to another protest as celebration, and recognising the queerness represented throughout the history of women's football. A point of pride, which is so sorely lacking in the men's game. 50% of proceeds go to GDFC, 50% of proceeds go to Lily Rose Grant.



GDFC X LILY ROSE GRANT WHITE TRAINING TOP

Available in long sleeve, unisex
sizes YL, YXL, XS, S, M, L, XL, XXL

£28



GDFC X LILY ROSE GRANT PROGRESS PRIDE TRAINING TOP

Available in long sleeve, unisex
sizes YL, YXL, XS, S, M, L, XL, XXL

£28



GDFC X LILY ROSE GRANT "CAPTAIN'S KISS" BLACK TRAINING TOP

Available in long sleeve, unisex
sizes YL, YXL, XS, S, M, L, XL, XXL

£28

Available to purchase until December 31, 2021

50% of proceeds go to GDFC, 50% of proceeds go to Lily Rose Grant



GDFC X LILY ROSE GRANT WHITE T-SHIRT

Available in short sleeve, unisex
sizes YL, YXL, XS, S, M, L, XL, XXL

£28



GDFC X LILY ROSE GRANT PROGRESS PRIDE T-SHIRT

Available in short sleeve, unisex
sizes YL, YXL, XS, S, M, L, XL, XXL

£28



GDFC X LILY ROSE GRANT "CAPTAIN'S KISS" WHITE TRAINING TOP

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ALICE KELL 1921

Alice Kell was the first captain of the infamous Preston-based Dick, Kerr Ladies. Alice was a leader, as seen through her outstanding hat-trick in the historic 4-0 victory against St Helens at Goodison Park when 53,000 spectators watched the match. This match took place on 26th December 1920; a year later, on 5th December 1921, the Football Association (FA) banned women from playing football. The team continued to play, and it is this strength and determination to carry on that our collection celebrates. Alice, therefore, is illustrated on the front of these shirts. The image is taken from a powerful moment in 1921 when she shared a kiss with the French captain Madeline Bracquemond.



PRESTON LADIES TRAINING 1939

After the ban, the Dick, Kerr Ladies were, as Alice Kell said, “determined to go on.” They continued to play at non-FA grounds, becoming Preston Ladies FC in 1926 after their manager Alfred Frankland fell out with the Dick, Kerr and Co. factory owners. This illustration of the team training is a joyful example of the happiness football provided. It gives a powerful visual explanation of why these women were willing to defy the FA and society at large; they were determined to continue playing “for the love of the game”.



SUE LOPEZ 1971

Sue, born in 1945, grew up at a time when women were banned from football in the UK. This, however, did not stop her dedicating her life to the game: her career as a footballer, coach and manager spanned five decades. From resisting the FA's ban and setting up an unofficial league on Southampton Common in the sixties, to becoming the first English woman to play full-time by leaving the country and signing for Roma, to winning the FA cup eight times, to her willingness to grow and shape the game after the FA lifted their ban in 1971 – Sue is a footballing pioneer. She also wrote *Women on the Ball* (1997) – the first book to give a comprehensive account of the women's game.



HOPE POWELL 1998

A pioneer in every sense, Hope began as a player in the early eighties, aged 17. Her CV is unsurpassable: she captained a double-winning side, scored 35 times in 66 appearances for England and helped to found a club. At 31, after retiring as a player, Hope became England's first female manager —and England's first black manager in the men's or women's game—as well as the first woman to earn a UEFA Pro Licence. She took on an England team in fast decline and was responsible for the building blocks that have established England Women as one of the best international sides.



CHLOE MORGAN 2021

Alongside a full-time job as a lawyer, Chloe gives everything to football. Chloe has had an impressive career as a goalkeeper for Arsenal, Tottenham and now Crystal Palace. She played a huge role in Tottenham's historic 2018/19 promotion to the Women's Super League and subsequently their first ever match at The Tottenham Hotspur Stadium. Prior to the match she stated defiantly: "we deserve the right to be on that pitch". Not only is Chloe a professional goalkeeper and a football coach but she is also working to change the racist, sexist and homophobic structures which still exist in football.



SAMMY WALKER 2021

Another player we want to celebrate on our kit is Sammy Walker: a player who, just like Alice Kell, "plays for the love of the game". Sammy is a transgender footballer, who currently plays in the Women's National League South, the third tier of English women's football. She does not want to name her team until she has recovered from injury and can make her debut. This is because she's worried that disclosing the team name will attract them "negative attention". Even though the FA rules are clear that Sammy can play, some in the footballing world are still unaccepting: "I've been the subject of a load of online abuse and the last thing I want is for people to start protesting at games where I'm not even playing." Despite the prejudice, instead of turning away from this world she is determined to "prove the doubters wrong". Not only will she keep playing but she has put energy into battling the misconceptions around trans people in sport. Sammy is vocal in the media about the importance of trans inclusion in football and she runs advice, training and guidance for football teams on how to provide a safe and inclusive environment for LGBTQ+ players: "I play or promote LGBTQ+ inclusive sport because I love it and because I don't believe such arbitrary things such as sexuality, gender, colour or religion should be a barrier to participation".

CREATED BY GOAL DIGGERS FOOTBALL CLUB

Goal Diggers FC was founded in 2015 by Fleur Cousens who was tired of this narrative. Her aim was to flip the script. Five years later, Goal Diggers FC is oversubscribed with 160 members, aged between 20 and 60, and an ever-increasing waitlist.

When Fleur started the club, the sheer number of women and non-binary people eager to play football was clear. However, the main barrier was finding the pitch space to play on as these were all block-booked on an annual basis by men's teams and leagues. After learning about the FA's 1921 ban, Goal Diggers FC campaigned for a review of the outdated "first come, first served" pitch-booking system, a system that prevents teams that are new to the sport from getting a look-in. These teams are predominantly women's teams due to the FA's ban.

GDFC repeatedly raised the issue of pitch space with local councils, leisure centres, The FA, the Football Foundation and the press. Like many players before them, Goal Diggers FC were unwilling to give in and unconvinced by the narrative that there was no space for them within football. As a result of their campaign, Goal Diggers FC secured Haggerston Park as their training home in the summer of 2020 – an 11-a-side pitch in a prime location, during prime times. The visibility of the team on this pitch space is of paramount importance. If public pitches are used by men every night of the week, this reinforces the harmful narrative that football is a man's game. This kit is ready to change this narrative.

IN PARTNERSHIP WITH THE NATIONAL FOOTBALL MUSEUM

The National Football Museum in Manchester exists to explore why football is the game of our lives and to allow everyone to enjoy and learn from football culture and history. The Museum holds a wide-ranging collection from kits, trophies, art, photography, fans' ephemera and much, much more.

The National Football Museum are committed to diversifying their collection and exhibitions and have made a pledge to increase their representation of women's involvement in football to 50% across their collections and exhibitions. To achieve this they want to work in partnership with the women's football community to increase awareness of women's historical and continued fight to play football. A better understanding of the history of the women's game and the role that grassroots teams like Goal Diggers FC play in continuing this legacy is central to their understanding of where women's football is today.

In 2021 and 2022, the museum will open a number of exciting exhibitions to explore and celebrate women's contribution to football.

Follow us at @FootballMuseum

ABOUT THE DESIGNER ANASTASIA KUCHTA



Anastasia Kuchta is a London based graphic designer. She began playing organised football at the age of 7 in Florida where she grew up. Upon moving to the UK in 2013, she was shocked that the sport was so male dominated and lacked space for women. Anastasia joined Goal Diggers in 2018 and shortly thereafter joined the GDFC committee as Marketing & Design Secretary. She was also instrumental in the Festival of Football, a non-profit month-long festival of events dedicated to celebrating and increasing participation in professional and grassroots football for women and non-binary people. She firmly believes that football is for everyone, and works hard to help GDFC achieve their goal of putting the *all* back in football. Anastasia hopes this kit will shed light on the inequalities in the UK women's game, as well as raise money for GDFC's continued work to make football more accessible.

ABOUT THE ARTIST LILY ROSE GRANT



Lily Rose Grant was introduced to the joys of football through Goal Diggers FC and its positive and inclusive outlook, so it was important to her that the tone and messaging around the 1921 collection was one of joy. She wanted to tell the story of 100 years from the beginning of the ban to the present day, so she built a set of visual references which would allow for this: designs which featured portraits and told a narrative visually through pattern. These spanned from Louis Vuitton's SS2020 collection, Dickie's overalls through to the kit for a French grassroots women's team, the Cacahuètes Sluts. She brought these far-reaching influences together using a colour palette and visual identity which spoke to previous Goal Diggers kits: black, white and gold. In addition, she designed two colourful shirts. For these, Lily chose colours from the progress pride flag. This visually links the kit to another protest as celebration, and recognises the queerness represented throughout the history of women's football.



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