

**100<sup>TH</sup>**  
**ANNIVERSARY**  
1914-2014



**WORN BY CHAMPION'S SINCE 1914**



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# THE BRAND

**Admiral is a renowned British sports brand with over 90 years of sporting heritage.**

**The brand's roots are in football and is rightly credited with creating the popular replica kit market in the early 1970's. We have recently acquired the brand and we want to build on Admiral's sporting heritage, and develop it into a contemporary, yet classic, sports brand relevant to today's style conscious consumer.**

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# HISTORY

Christopher Cook and Harold Hurst were founded in 1914 in Wigston, Leicestershire and were officially classified as hosiery manufacturers.

The company operated from a small building at the southern end of Long Street, Wigston. The company started with eight knitting and making up machines employing twelve local people manufacturing wool underwear. During the First World War the company manufactured underwear for the troops and it was from this link with the military that the Admiral story began.

Initially Cook and Hurst used the traditional image of an admiral's head under which to market their underwear.

The admiral's head was a historic image which represented a level of quality assurance in British knitwear manufacturing.

The Admiral trademark was registered in 1922.



## THE ADMIRAL

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## Firm Switches To Men's Leisure Wear

**C**ONVINCED that men are now more fashion-conscious than women, a Wigston hosiery firm is changing over from producing underwear to men's knitted leisure and sports wear.

Cook and Hurst, of Long Street, Wigston Magna, the firm making the change, has just had a £30,000 extension to its premises to cope with expanding production.

The extension is on the site of the original business started by Mr. Cook and Mr. Hurst in the old mission hall.

# BERT PATRICK

When Bert Patrick bought the firm in 1958 he introduced a programme intended to increase sales with new products. He did not come from a textile background but was a former journalist and marketing entrepreneur.

During the 1960s Cook and Hurst reinvented itself and focussed on promoting the Admiral brand under a newly designed logo.

The new logo design was based on the stripes on the sleeve of a Naval Admiral's uniform.

However it wasn't until England's 1966 World Cup success that they began to manufacture sportswear. Capitalising on the advent of colour television and the heightened excitement in English Football.



1960's logo



Bert Patrick known as "The Admiral"

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The big raids on Germany continue. British war plants share with the R.A.F. credit for these giant operations.

## THE ATTACK BEGINS IN THE FACTORY



# WORLD WAR II

As a result of conscription, the hosiery and knitwear industry was faced with the problem of maintaining a balanced labour force at the start of the war.

To address this problem the unions allowed women and juveniles to replace recruited men on knitting machines and in the warehousing department.

At Cook and Hurst all knitting machinery was transferred from the Long Street factory to the nearby factory of local firm Two Steeples and all women machinists were moved to Cook and Hurst.

The factory operated around the clock to produce underwear for the troops.

To avoid being caught in bombing raids, girls on shift work would often sleep on the factory floor.



Vintage knitting patterns for men's long-johns

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# 1966

The 1966 World Cup brought the company the first taste of sports sponsorship when Admiral produced four goalkeepers' jerseys for Gordon Banks, the England and Leicester City goalkeeper.

Gordon Banks was not paid and the shirts did not carry the Admiral logo but they were made at the Wigston factory. With England winning the 1966 World Cup the popularity and demand for football in the English speaking world increased.

For example, it was as a result of the England win that plans were made to establish the North America Soccer League; many members of which wore Admiral shirts in the 1970s. Bert Patrick could see the potential that the success of the England team, coupled with the arrival of colour television would have for the design and production of soccer kit.



The World Cup was screened around the globe

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# 1970's

The 1970s was a period of growth for the company which opened new factories in Market Harborough; Chartwell Drive, South Wigston and a further extension of the original Long Street premises as well as a factory which operated briefly in County Mayo in Ireland.

In 1971 Bert Patrick secured a contract to supply the British Lions rugby team on their tour of New Zealand.

In 1972 they supplied the white nylon jerseys with collars and V inserts worn by the British women's hockey team at the Munich Olympics.



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**Billy Bremner's Iconic Track Top sold at auction recently for £3,037**



# 1973

**In 1973 Leeds United became the first English club to wear Admiral branded kit.**

**Whilst the Leeds manager, Don Revie, was keen to keep the traditional white Leeds jersey unchanged he allowed Admiral to re-design the away strip and to design tracksuits for the team.**



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**Leeds Manager Don Revie**





## Admiral United 1973-74



Don't just support your favourite teams - wear their shirts! Admiral Authenticolors are exact replicas of famous club shirts from Britain and Europe. ... Liverpool, Celtic, Ajax, Juventus, and dozens more. Up-to-date designs and collar styles for the new season. Tough, professional-quality nylon. Well-known 'change' strips too. See the shirts of the season at your local sports shop. And don't forget your Admiral socks, shorts, and trackuits!



**Free!**

The Admiral Guide to 1000 clubs and their famous colours - in a handy pocket wallet. Send 3p stamp to Dept G3, Cook & Horn, Admiral Sports, Long Street, Wigston Magna, Leicester LE18 2BQ.

# 1974

Building on the domestic market success, Admiral agreed a ground-breaking five-year contract with the English FA in 1974, to produce the first commercially available England shirt.

The new shirt was first worn in a 3-0 victory over Czechoslovakia on 30th October 1974. The Admiral logo was positioned alongside the Three Lions of England, the first time any manufacture had been given such a prestigious honour.

Admiral continued to sign up clubs throughout the 1970s and also secured a deal with the Welsh FA.

Fans and in particular, children, loved being able to buy and wear the same style and colour kit as their heroes and the market grew rapidly.



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# ADMIRAL TEAMS

The amount of teams Admiral has supplied kits over the decades is over fifty consisting of British, foreign and International teams across football, cricket, cycling, Rugby and Olympics.

British teams include:- Aberdeen, Bolton Wanderers, Birmingham City, Bradford City, Brighton & Hove Albion, Barnsley, Charlton Athletic, Crystal Palace, Cardiff City, Dundee, Derby County, Grimsby Town, Heart of Midlothian, Hartlepool United, Leeds United, Leicester City, Leyton Orient, Luton Town, Middlesbrough, Motherwell, Manchester United, Norwich City, Plymouth Argyle, Preston North End, Peterborough United, Portsmouth, Nott's County, Wimbledon, West Ham United, Wolverhampton Wanderers, Walsall, Southampton, Stoke City, Swansea City, Sheffield United, Tottenham Hotspur, Tamworth and Queens Park Rangers.

Foreign & International teams include:- England, Serviette fc, Entrecatch Frankfurt, Bahrain, Wales, Belgium, Poland, Singapore, Saudi Arabia, San Marino, Indonesia, Jayakarta, Unione Sportiva Foggia, British Lions, Team GB, Ti Raleigh England, West Indies, Canadian and South Africa Cricket Teams.

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# LATE 70's

Style yourself on Admiral



If it's Admiral-it's professional.

United, you're looking good.



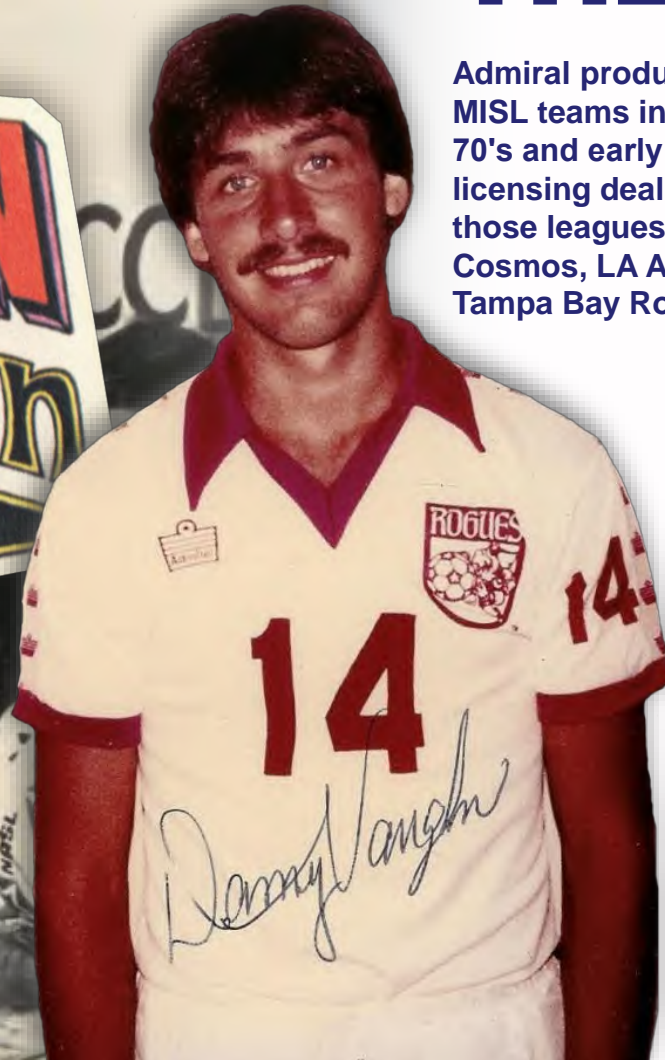
**Admiral Sportswear**

AVAILABLE FROM YOUR LOCAL SPORTS SHOP

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## THE U.S

Admiral produced kits for many NASL & MISL teams in the US during the late 70's and early 80's and had a replica licensing deal with most of clubs in those leagues, including the New York Cosmos, LA Aztecs, Detroit Express, Tampa Bay Rowdies & Team America.



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## 1980's

The Admiral England kit featured in 1982 World Cup in Spain. Where this iconic shirt ran up to 1983 when sadly Admiral's nine year hitch with the English FA ended.

During the rapid expansion through the mid to late 1970's and into the 1980's, and although the sector became very competitive, the brand continued to be worn by many clubs including; Leicester City, Derby County, Hull City, Crystal Palace and Bradford City.



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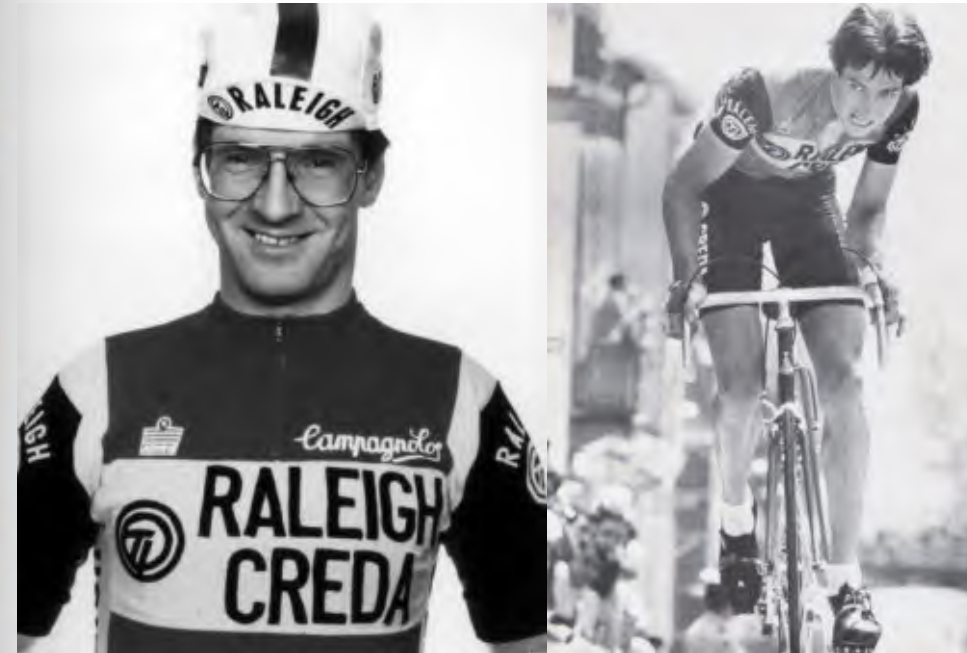






# TI RALEIGH

The Admiral logo appeared on the Dutch pro team TI Raleigh jersey's from 1980 to 1983 where they had great success.



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Eric Cantona – Captain of  
France, Manchester  
United and Leeds



## 90's

Admiral entered the 1990's well placed to build upon its widespread recognition and continued to supply clubs including; Leeds United (who were the First Division Football League Champions in 1991-1992 season), Glasgow Rangers, Dynamo Kiev, Southampton, Middlesbrough, Bradford City, Birmingham City, Charlton Athletic, Wimbledon, Hearts and Motherwell.



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# 00's

Admiral continued to supply kits for Leeds United, Wolverhampton Wanderers, Barnsley FC, Hereford United, Tamworth FC, Huddersfield Town and Bristol City



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West Indies win the 20:20 World Cup in Admiral



# Cricket

- In 2000, Admiral became the official kit supplier to the England Cricket Team, who won a thrilling ashes series in 2005.
- By 2001 Admiral had also become the kit supplier to the West Indies and South Africa cricket teams as well as supplying the Canadian team for the 2003 Cricket World Cup held in South Africa.
- Admiral re-signed the West Indies national cricket team in 2012. The West Indies Won the 2012/13 Twenty20 World Cup wearing Admiral. This event was televised by 29 broadcasters to over 1.8bn people worldwide.
- Admiral also once again became the official supplier to Canadian Cricket.



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# “THE MEN WHO INVENTED SOCCER STYLE”

Story by Richard Benson, Editor, Esquire Magazine May 2013

A controversial Leeds and England manager and a visionary boss of a Midlands textiles company invented the replica kit and changed football and fashion forever.

“Bert Patrick’s Admiral kits helped to change British football into the commercial revenue-generating behemoth it is today”. Says Esquire contributing editor Benson. “And it was, to say the least, instructive to revisit that moment of change, when grown men could be moved to fury by the addition of a single sleeve-stripe to a traditional shirt.”

See the “**Get Shirty**” TV documentary on Admiral;  
<https://www.youtube.com/watch?v=OU-4yUaevXs>

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## Retro

- Target age range 16-45 years old
- Club and sports distribution
- True replicas of iconic Admiral shirts
- Commemorative collections



## Performance

- Target age range 11-35 years old
- Participate in football
- Football playing, training and bench kit
- Price pointed, to target the sports and mid-market

The Admiral categories consist of four silos

# PRODUCT MARKETING



## Style

- Target age range 15-35 years old
- Sports Inspired males
- Affordable sports based leisurewear
- Seasonal collections
- Exclusive for individual retailers



## Gold

- Target age range 17-30 years old
- Fashionable males
- Focus on quality
- Aspirational price points
- Non sports distribution

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# RETRO

THE ADMIRAL “RETRO” CATEGORY FEATURES TRUE REPLICAS OF ICONIC ADMIRAL DESIGNS. IT DRAWS IT’S INSPIRATION FROM A RICH INTERNATIONAL ARCHIVE IMMERSED IN LEGENDS, SUCCESS AND NOSTALGIA. WE’VE ENSURED THAT ALL OF THE ORIGINAL DETAIL HAS BEEN INCORPARATED INTO OUR RETRO PRODUCTS, THE RESULT IS A CELEBRATION OF THE PIONEERING ADMIRAL DESIGNS OF THE PAST.

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# CLUB RETRO

## Official Admiral Retro

A BRITISH SPORTING ICON



LEICESTER CITY 1983 AWAY RETRO SHIRT

[CLICK HERE TO BUY NOW](#)

## Official Admiral Retro

A BRITISH SPORTING ICON



TOTTENHAM 1978 HOME RETRO SHIRT

[CLICK HERE TO BUY NOW](#)

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Our heritage spans to over fifty professional football clubs across Great Britain

## Retro



We have great heritage in retro bags, recently expanding on collections for the World Cup & European Championships

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# Performance

THE ADMIRAL “PERFORMANCE” CATEGORY FEATURES OUR ON THE FIELD, PLAYING AND TRAINING PRODUCTS, UNDERLINING OUR EXPERTISE AND HERITAGE IN ACTIVE, PERFORMANCE SPORT.

THE “PERFORMANCE” LOGO HAS BEEN DEVELOPED TO BE CLEAR, DISTINCTIVE & INSTANTLY RECOGNISABLE



David Beckham proudly wearing Admiral

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# Soccer in the USA

1. Soccer is the world's leading sport. More people watch it than NFL, NBA & MLB. The 2014 World Cup followed by live European games has fuelled record viewing figures in the USA.
2. ~26.5m people in the U.S. World Cup Final (ABC 17.3m Univision 9.2m). MLS TV revenues tripled from \$30m to \$90m.
3. The USA is the #1 country in the world for participation in youth soccer. Today soccer is the 2nd largest participation team-sport in the USA (Basketball 24.8m, Soccer 24.5m, American Football 20.4m, Volleyball 15.3m, Baseball 13.6m).
4. 76% of participants are between 6-18 and half are girls. Soccer is the #1 sport in the Latin community, the fastest growing demographic in the USA.
5. Admiral as the oldest soccer brand in the world is respected in the market along side the biggest brands. Admiral have 21% share of the professional soccer market the USA. Admiral teams have won Championships in 2011, 2012, 2013, 2014, 2015 & 2016 !
6. Through participation parents are becoming fans. Admiral provides a credible path to targeting millions of teenagers and their parents.

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# ***Performance***



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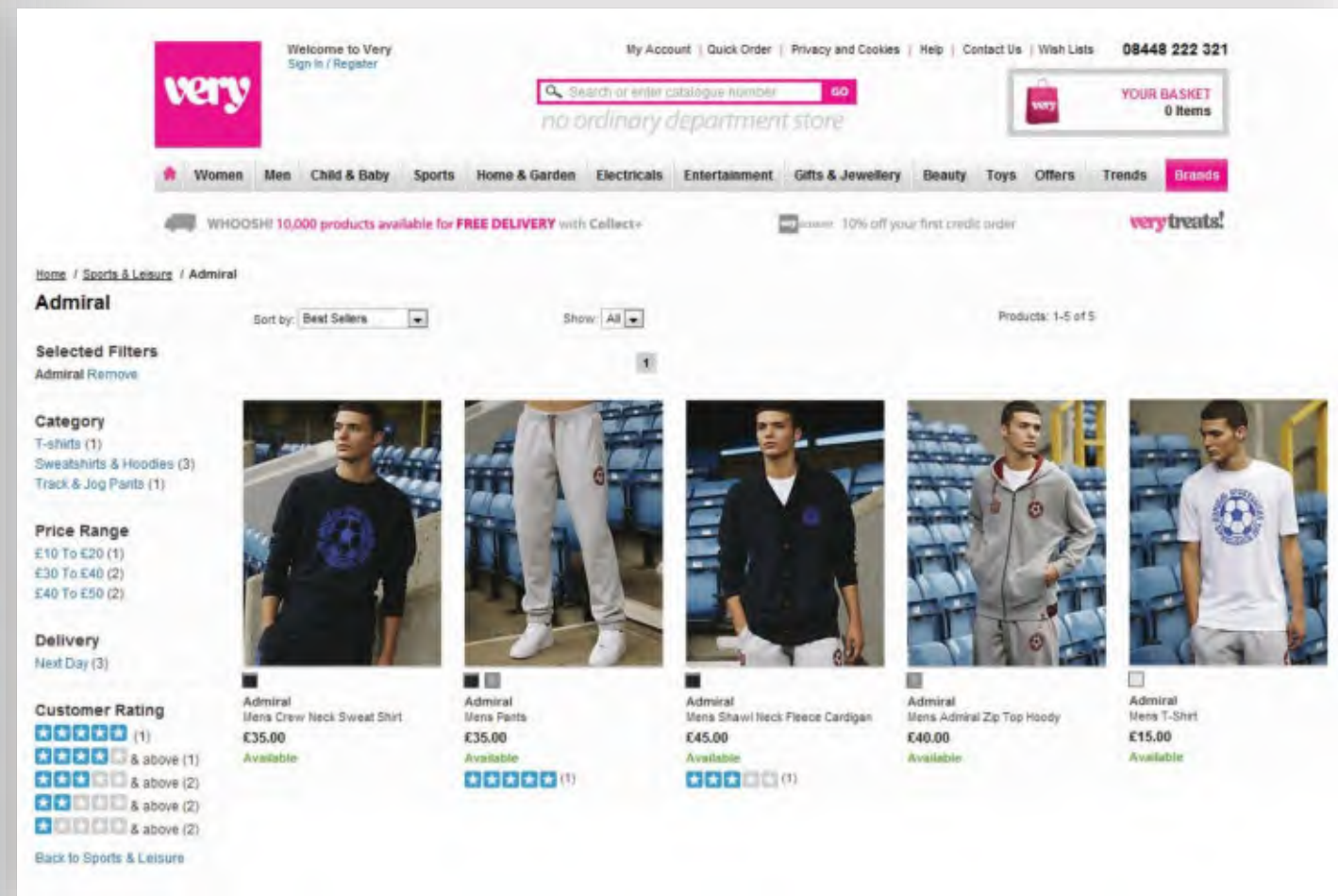
# STYLE

**THE ADMIRAL “STYLE” CATEGORY HAS BEEN CREATED TO ALLOW DESIGNERS TO DEVELOP SEASONAL AND MARKET RELEVANT PRODUCTS, THAT SIT OUTSIDE OF THE “PERFORMANCE” AND “GOLD” CATEGORIES. IT IS INTENDED TO ENCOURAGE CREATIVE DESIGN AND FLAIR, WHATEVER THE INSPIRATION. IT ALLOWS THE BRAND TO STAY CONTEMPORARY IN AN EVER CHANGING INDUSTRY AND RELEVANT TO EACH INDIVIDUAL MARKET.**

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Admiral Style Collection was designed particularly for Very  
and launched for Spring / Summer 2012

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## **JD Williams**

We have recently signed with an license with retailer JD Williams which has high street Jacamo clothing stores in the U.K.

The focus is on Style & Performance brand categories.

The programme will now see JD Williams move into Admiral branded footwear and accessories, across a number of stores.



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# GOLD

THE ADMIRAL “GOLD” CATEGORY IS INSPIRED BY THE BRAND’S ORIGINS, AMPLIFYING OUR HERITAGE AND AUTHENTICITY.

THE LOGO IS DISTINCTIVE AND EMOTIVE FOR CONSUMERS AND WILL BE SEEN ON OUR FASHION LIFESTYLE COLLECTIONS.

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Admiral Gold is launched for Autumn / Winter 2012

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## ***Sainsbury's***

We have recently signed with leading super market retailer.

The focus is on Gold & Retro brand categories , this is the retail group's first move into branded fashion under license.

The programme will now see Sainsbury's moving into Admiral branded footwear and accessories, across a number of stores.



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- Admiral launched with Sainsbury's

# Sainsbury's



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# Sainsbury's



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# Admiral - Italy

The Italian Licensee for Admiral was the previous licensee for Umbro in Italy

In just over two years, they have grown sales to over €1 million

They opened the first standalone Admiral store in Rome

The British heritage of Admiral is very popular in Italy and they are now looking at signing professional clubs in Italy.

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# Admiral - Norway

Admiral Sportswear AS is owned by a former international handball player and the distributor of Guess Jeans in Norway

They are now actively looking to sign football and handball clubs, with over 1500 amateur football clubs in Norway.

Once again the British heritage is extremely popular in the Norwegian market.

They work with the UK Licensee for Gold and Retro Sport and also Admiral in the USA to source teamwear apparel.

They have the ability to design and source product directly under License.

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# Admiral - Japan

Run by the Sojitz General Merchandise Corporation in Japan, the team in this territory have built Admiral into a premium, British inspired sports casual footwear brand.

Sojitz GMC have supported Nike's supply chain for over 30 years with import-export finance services and have created significant traction with Admiral in Japan.

Sojitz GMC also works with other brands including; Royals Elastics, Reef and McGregor.

Annual sales of Admiral footwear in Japan are in excess of 250,000 pairs and is stocked in stores including; ZoZoTown, Oshman's and influential stores such as United Arrows and Nano Universe.

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# Admiral - Japan



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# Admiral – Asia

The Admiral brand in South East Asia is run by the distributors of New Balance, Warrior, Dr Martens and Zoggs swimwear for the region.

They own and operate their own retail multi-brand stores in Malaysia and also in Australia and mono brand stores for New Balance & Liverpool FC.

Full access to their Admiral footwear collections is facilitated to our Licensees.

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# Admiral – Greece, Turkey & The Balkans

In this territory, the brand operators have built Admiral into a €30 million business.

Focused on operating its own retail operations, they now have 77 owned and operated stores and 51 franchise stores.

The owners for the Admiral brand rights in this region are also the Licensee for Kappa.

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# Why Admiral?

**Our unparalleled British sporting heritage -**  
Established in 1914.

**Brand reach across Sport and Lifestyle Fashion** – opportunities to develop sales through different channels of distribution.

**Flexibility** –  
We design, manufacture & license our range.

**Sensible Commercial model** –  
We work with partners to develop realistic Min guarantees, royalties and sales targets.

**Security** –  
Partnerships can build their Admiral business over time, we have a strong reputation for delivery.

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**“Ossie” Ardiles & Ricky Villa (Argentinian World Cup Champions  
1978 and Tottenham Hotspur (BPL)**

# To be discussed

1. Market segments; Admiral Performance - sports footwear, sports apparel & accessories. Admiral Style; casual apparel & footwear. Admiral Gold; fashion apparel, footwear & accessories.
2. Countries
3. Sales & Marketing plan
4. Commercials
5. Product design, manufacturing & sourcing

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# OTHER INFO

For more details see

[www.admiral-sports.com](http://www.admiral-sports.com)

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