



### 2013-14 Liverpool Home Jersey, Iago Aspas, #9

Last year I reviewed the 2012-13 Liverpool home shirt ([http://www.idfootballdesk.com/media/Liverpool.FINALr1\\_103112.pdf](http://www.idfootballdesk.com/media/Liverpool.FINALr1_103112.pdf)). Many people, including those who dislike the Liverpool club, said that they would gladly wear the jersey and that it was one of the most distinctive shirts in several years. I agreed with that sentiment then and still do. In fact the only demerit I found was the unfortunate banality of the standard EPL number and letter font.

The league wide EPL number and lettering exerts a pretty stuffy corporate uniformity over the identity of all EPL teams. Even the United States National Football League (NFL), a paradigm of corporate sports if ever there was one, smartly does not have any single identity item applied to all 28 (or whatever) teams. There are, though, still plenty of reasons (including the uproar over Randy Moss simulated mooning of the Green Bay Packer end zone fans) to call the NFL, as many do, the No Fun League. Having said this, I'm no fan of many of the NFL uniform iterations and, with few or no exceptions, the classic uniform designs are still the best. To illustrate the point, I compare the "classic" New England Patriots uniform, worn only a few times each season to the regular minuteman meets alien logos. Enough said.



The classic Patriot logo (left), Ridley Scott's Alien (center) and morphed alien/minuteman (right). Ugh!

For the 2012-13 Liverpool shirt, a solid yellow number/name set in a complimenting or at least interesting font would have been ideal, but that didn't happen. I'm not sure if L'pool had a team supplied (Champions League, Europa, etc) name/number personalization last year (they have in previous years that they played in Europe). When available the team supplied name/number will always be my preference for EPL team shirts.



el niño Europe number set from a few years ago

Interestingly, though, the presence of white accent stripes on the 2013-14 Liverpool jersey collar and sleeves more wholly integrates the review shirt white EPL player name/number into the complete jersey design. Let's hear it for the law of unintended consequences.



The sponsor is still the British Bank, Standard Chartered, and is once again presented in the same yellow modified Helvetica font. I'm no fan of the big, "world" banks, but I have to give SC credit for allowing the color deviation from their corporate branding. The simple font and helix logo compliment the shirt design well, helped smartly by the logo color matching the shirt accent color. The helix on the right logo margin acts, happily if unintentionally, as an underscore to the Liverpool FC badge. All this is good for the jersey, as I've seen too many crappy or crass sponsor logos ruin an otherwise decent shirt.

The jersey fit is similar to last year.

The review jersey is personalized with Iago Aspas name and number 9 and does not have any sleeve patches. The name/number personalization is EPL vinyl material. I don't know if this is the new standard for fan gear or if the felt like Lextra (?) is still available for personalization as well. I'm also curious whether the authentic on field stuff is vinyl or Lextra. The vinyl personalization looks good and is in many ways preferable to the Lextra material.



Iago Aspas recently arrived at Liverpool from Celta de Vigo, the La Liga Galician club. With Aspas having just one season of top flight experience (prior to last year, all Aspas club experience was in the Spanish 2nd or 3rd Divisions), therefore it will be interesting to see how he does at Liverpool. While I would have preferred that he stay at Celta in La Liga, I hope he does well at Liverpool. So far he is.

The big design departure from last year is that the 2013-14 jersey is not as simple and stripped down. This could be good or bad news depending on your perspective but what is clear is that the current jersey is also not quite as distinctive as last year (again, depending on your perspective this could be for better or worse). It's cut, collar and accents are more customary than last year but are still distinctive and nicely rendered. While I really liked last year's shirt for personal wear I think this year's shirt might look better on the field. Now all of these comments are relative because when compared to most Nike shirts, both this and last year's Liverpool Warrior shirts are far more desirable (I really am not impressed at all with the Nike design team. Surprisingly, though, I am quite intrigued by the Nike Barca offerings this year - after two straight years of lame Barca shirts, it's about time).



Galicia, La romeria  
Joaquin Sorolla y Bastida

The V neck (no bland crew collar here) is nicely articulated as are the sleeves, both having red and white banding of which the red band is a perforated material- a nice touch. But the money shot of the jersey is the front fabric. Similar to the woven pinstripe front last year, the woven in appearance of darker red vertical banding is a nice articulation on its own but running between these bands are very subtle repeating chicken (or whatever the bird is)+LFC crests and "Liverpool FC" text. Really nice, that! As was the case last year, the articulated banding material is only on the front of the shirt. The shoulders are a very tight weave material as is the collar (except for the red banding). The side fabric, underarms and back is a coarse, horizontal "weave", a nice texture change (unlike last year where the coarse, horizontal weave occurred only on sides and underarms; the 2012-13 back was a pretty ordinary, almost tee-shirt like fabric which, in retrospect, is a weak aspect of last year's shirt). The use of these three different fabrics give the shirt a rich, but subtle, under reading to the dominant red identity and improves on the 2012-13 shirt.



The shirt is made of Warrior War-Tech moisture management fabric that claims to let sweat and moisture wick away from your body, keeping you cool. I'm not sure how true these kinds of claims are - I tend to NOT reach for a jersey when it is hot out - so it would be great if people sent in comments on their experience with this. The jersey has a manufacturer "authentication" marking on the left hip and a Liverpool FC crest hologram-ish looking tag on the interior.

The 2013-14 Liverpool home jersey is nicely styled, well designed and well made for the second year in a row. Rest easy Liverpool fans (of which I'm one), you will not have to suffer the indignity of ugly team shirts that Barcelona fans have suffered through lately. You may end up walking alone sometimes but at least you'll be wearing a nice shirt.

PJ Locascio, Brooklyn  
8/8/13 (v.2)