

In an early 80s game at Watford, Liverpool sported a curious ensemble of red shirts, black shorts and white socks – one of the few occasions in recent years that have seen the red shirt worn with anything other than red shorts.



H 1976–77 to 1981–82

Design: UMBRO
Sponsor: HITACHI (79–82)

Liverpool's all-red kit from the late 70s and early 80s was one of the most important strips of the modern age. Not only did it accompany the side during an era of unparalleled success, but it was also the first in professional English football to include a sponsor's logo – that of Japanese hi-fi and TV manufacturers Hitachi in 1979. With its simple white V-neck and cuffs and yellow club badge, the kit is regarded as a classic by Liverpool fans.

Worn in: Two European Cup final victories (77–78 and 80–81) and four successful league titles (76–77, 78–79, 79–80 and 81–82). Also, the League Cup final 3–1 win vs Spurs in 81–82.

Worn by: Emlyn Hughes, Kevin Keegan, Ray Kennedy, David Johnson.



A 1976–77 to 1981–82

Design: UMBRO
Sponsor: HITACHI (79–82)

This was a real golden era for the club fashion-wise. Not only did they wear one of the best home kits ever, but also one of the most distinctive aways. This white, black and red change strip is fondly remembered by Liverpool fans. Like the home strip, it evolved gradually from a round-neck version and sported the logo of sponsors Hitachi from 78–79 onwards. Also worn with red socks.

Worn in: The 2–1 victory over West Ham in the 80–81 League Cup final replay. Also worn in the 77–78 League Cup final defeat against an impressive Nottingham Forest.

Worn by: Jimmy Case, Kenny Dalglish (who scored his first goal for the club in this kit at Middlesbrough in the 77–78 season).



3 1976–77 to 1980–81

Design: UMBRO
Sponsor: HITACHI (79–81)

A real rarity was this seldom-worn all-yellow third strip. One of the most basic kits the club has ever worn, it did not even feature a contrasting collar and cuffs. It is difficult to ascertain exactly how many times it was worn, but its most notable showing was against Manchester Utd in the FA Cup semi-final in 78–79. A replica version was never produced.

Worn in: The titanic FA Cup tie against Man Utd (78–79), which ended in a 2–2 draw (Liverpool eventually losing the replay 1–0). Also, a great 2–2 draw with Southampton at The Dell in the 80–81 season.

Worn by: Phil Thompson, Terry McDermott, Graeme Souness, Alan Hansen.



H 1982–83 to 1984–85

Design: UMBRO
Sponsor: CROWN PAINTS

The 82–83 season saw a huge change of kit design for the club. The previous plain and simple red shirt now included that early 80s fashion necessity: pinstripes. The shorts and socks also included white trim. Crown Paints became the club's next sponsor and their logo appeared on the shirts in two different versions in subsequent years. The last two seasons in which the kit was worn again saw the club collect the Division 1 title.

Worn in: A 5–0 thrashing of Everton in 82–83 and the 2–1 Milk Cup final triumph over Man Utd in 82–83, when Bob Paisley collected the trophy in his last year as manager. Also, a 1–0 win vs Everton in the 83–84 Milk Cup final.

Worn by: Ian Rush, Michael Robinson.

Most major cup finals in recent years that Liverpool have appeared in have seen an embroidered Liver Bird logo included in the centre of the shirt accompanied by text commemorating the match.



E 2001-02, 2002-03

Design: REEBOK
Sponsor: CARLSBERG

The club celebrated their return to the Champions League with a unique home strip. With a few modern trappings here and there, it was essentially designed to resemble the classic Liverpool kits of the 70s – the team's European peak. All logos were embroidered in yellow, and four stars were placed above the club badge to signify their four European Cup triumphs. Some fans were also hoping for the reintroduction of the classic Liver Bird logo.

Worn in: A 3–1 home defeat to Barcelona, but also the 2–0 win over Roma that saw a wonderful night of European football at Anfield again (both 01–02). Plus the epic matches vs Celtic in the UEFA Cup the following season.

Worn by: Steven Gerrard, Jari Litmanen.



H 2002-03, 2003-04

Design: REEBOK
Sponsor: CARLSBERG

The only retro element of the club's next home kit was the wrap-over round neck, which resembled that of the adidas kits of the late 80s. The rest of the design was bang up to date: visible seams, hi-tech fabrics and a more dynamic Reebok logo. Not a bad-looking kit, it didn't bring much luck to the side as the promise shown just two seasons earlier began to fade, with the club eventually finishing fifth in 02–03.

Worn in: The emphatic 2–0 win over Manchester Utd in the 02–03 Worthington Cup final at the Millennium Stadium. Also, the 6–0 thrashing of West Brom that same season.

Worn by: Salif Diao, Dietmar Hamann (who scored a brilliant goal vs Pompey in 03–04).



A 2002-03 3 2003-04

Design: REEBOK
Sponsor: CARLSBERG

02–03 was the first season Liverpool had ever played in a black strip. The away shirt design, with a visible horizontal seam and grey shoulder patches, combined well with the hi-tech Play Dry fabric to give an intimidating look. The shirt was actually similar to that of the home kit, but included a slim-line V-neck rather than a round one.

Worn in: The 1–0 defeat to Arsenal in the 02–03 Community Shield match. Also, 1–0 wins over Aston Villa and Southampton – the only League away matches won in this strip – plus a great 3–1 win over Spartak Moscow.

Worn by: Harry Kewell, Bruno Cheyrou.



A 2003-04 3 2004-05

Design: REEBOK
Sponsor: CARLSBERG

Reebok again returned to the tried and tested white shirts and black shorts combination. The shirt included many interesting features, including breathable mesh panels, red and black piping and a faint shadow pinstripe. The Carlsberg logo was included in their corporate colour. This strip was promoted by a nice Reebok ad campaign linking the shirt with the lyrics of 'You'll Never Walk Alone'.

Worn in: A 1–0 win over Manchester Utd – the only League away match won in this strip. Also, a 4–2 defeat to Arsenal at Highbury.

Worn by: El-Hadji Diouf, Steve Finnan, Djimi Traore, Stephen Warnock.

