

Early versions of the Avco Trust logo featured the company's full name, while later versions just included 'Avco'.

WEST HAM UNITED



H 1980–81 to 1982–83

Design: ADIDAS
Sponsor: NONE

Adidas had quite a tough act to follow when they took over the kit production for John Lyall's men in 1980. The previous Admiral outfits were highly regarded by Hammers fans, especially the white away kit worn in the 79–80 FA Cup win over Arsenal. Still, adidas managed to win over the doubters with a marvellous home and away kit. Very contemporary in feel, they upheld all the traditions of the club and merged them with a touch of continental flair.

Worn in: The unlucky 2–1 defeat to Liverpool in the 80–81 Milk Cup final replay. Also, a 2–1 win over a high-flying West Brom in 82–83.

Worn by: David Cross, Paul Goddard, Tony Cottee (who scored on his debut in the 3–0 win vs Spurs in 82–83).



A 1980–81 to 1982–83

Design: ADIDAS
Sponsor: NONE

The club's first away kit of the decade was a piece of classic adidas design – clean and simple with a claret and blue three-stripe trim on the sleeves. The shorts and socks of both this and the home kit were interchangeable between the outfits. These great new adidas kits must have brought the club some luck as they stormed to the Division 2 top spot in 80–81 and gained promotion to the top flight.

Worn in: The 1–0 defeat to Liverpool in the 80–81 Charity Shield and the 1–1 draw with the Reds in the 80–81 League Cup final. Plus the bizarre European match vs Castilla that was played behind closed doors.

Worn by: Alan Devonshire, Ray Stewart.



H 1983–84, 1984–85

Design: ADIDAS
Sponsor: AVCO TRUST

Another good kit from adidas. The shirt still featured light blue sleeves, but now combined them with a broad light blue horizontal panel trimmed with white piping, upon which sat the logo of the club's first ever shirt sponsor – Avco Trust, a financial investment company. The shorts and socks from the previous home kit were retained for this kit – a turn of events that would not occur today!

Worn in: A cracking 4–0 win over Birmingham in the opening game of the 83–84 season, followed by the amazing 10–0 thrashing of Bury in the Milk Cup that season.

Worn by: Geoff Pike, Trevor Brooking (who made his last ever appearance for the club in this shirt vs Everton in the 83–84 season).



A 1983–84, 1984–85

Design: ADIDAS
Sponsor: AVCO TRUST

This was essentially the same away kit as before, now just slightly remodelled and restyled to include pinstripes – the essential fashion trend of the 80s. As with the home kit, a new club badge was included; it was a much simpler design than before, consisting of two crossed hammers and the club's initials. It was a badge design that was only to last for the lifespan of this kit and was not carried over on to further outfits. As with the home kit, the shorts and socks remained as before.

Worn in: The important 1–0 win over Ipswich in 84–85 that saved the club from relegation. Plus the exciting 4–2 defeat to Man Utd in the 84–85 FA Cup quarter-final.

Worn by: David Swindlehurst, Paul Allen.

The first Filà home kit was premiered at the last game of the 98–99 season – a resounding 4–0 win over Middlesbrough.



A 1997–98 3 1998–99

Design: PONY
Sponsor: DR MARTENS

A radical revamp of the club's away kit occurred in 1997. The shirt remained light blue (including new shadow stripes) but was now trimmed with navy blue and just a hint of claret. Paired with the navy shorts and navy socks, it made a very distinctive outfit. As with the home kit, the majority of the 97–98 season saw the kit unsponsored – quite a rare occurrence for a Premiership club at the time.

Worn in: The great 2–1 away win at Barnsley in the first game of the 97–98 Premiership campaign. Also worn in the 5–0 drubbing received at the hands of Liverpool at Anfield.

Worn by: Rio Ferdinand, Andy Impey, Richard Hall, Marc Keller, Javier Margas.



A 1998–99

Design: PONY
Sponsor: DR MARTENS

This all-white outfit, which was worn for one season only, marked the end of the club's fruitful relationship with Pony. The shirt was really ahead of its time with its use of piping combined with underarm and side panels. The shirt also included a neat shadow pinstripe and a small crossed hammers motif below the inset V-neck design. Also worn, for some curious reason, with the standard white shorts. Although the club finished fifth in the Premiership this season, they did not win a single League game in this white kit.

Worn in: A 2–2 draw with Liverpool at Anfield (the club had not scored there in 10 years).

Worn by: Trevor Sinclair, Ian Wright, Eyal Berkovic, Neil Ruddock.



H 1999–2000, 2000–01

Design: FILA
Sponsor: DR MARTENS

With the deal with Pony completed, Italian company Filà became the club's new kit supplier in a four-year deal. Their first home kit abandoned the blue sleeves and instead introduced a broad light blue band down each sleeve and white vertical piping. The collar also featured an interesting new button design.

Worn in: A 2–1 win over Wimbledon in 99–00, which included a superb Paolo Di Canio goal. Also, the 1–1 draw with Everton the following year when the Italian stopped play after an injury to the Everton goalkeeper. Plus the 2–2 draw with Man Utd in 00–01.



A 1999–2000 3 2000–01

Design: FILA
Sponsor: DR MARTENS

Filà's first away kit was a really unusual design. The shirt was white with navy blue sleeves and sides and incorporated claret panels under each arm – all trimmed with elegant white piping. The collar featured a small inset neck that included a small version of the crossed hammers – a recurring theme in the club's kits. Like the home outfit, the shirt fabric featured Filà's F-Tec fabric, designed to manage perspiration effectively and keep players dry.

Worn in: The not fondly remembered 7–1 humiliation by Manchester United at Old Trafford and an exciting 2–2 draw with Aston Villa (both 99–00).

Worn by: Scott Minto, Marc-Vivien Foe, Paolo Di Canio.