

Media information

For immediate release



Made in Britain – Walsh Trainers

- The Fashion and Textile Museum announces an exclusive display of British trainers, celebrating Britain's manufacturing heritage.
- 'Made in Britain' traces the unique history of Walsh, currently the only wholly British owned, designed and manufactured sports footwear brand.
- An extensive collection of vintage shoes, photographs, archive correspondence and brochures are combined with manufacturing details and fashion images to give exclusive insights on the historical relationship between sport and style.
- Display dates **31 January – 17 May 2014**

An exploration of the history of British-made trainers, the new display celebrating Norman Walsh Footwear is a powerful reminder of this country's manufacturing history and its incredible potential. Spanning over 50 years, the history of Walsh also illustrates how performance sportswear has become a fashion staple.

'The history of Walsh is an inspiring example of British manufacturing in the 21st century. We are delighted to celebrate the success of a company that brings not only provenance to British-made trainers, but also sporting credentials and style.' says Head of the Fashion and Textile Museum, Celia Joicey.

Norman Walsh began making shoes in 1945 at the age of fourteen for J.W. Foster & Sons. A talented craftsman, he created footwear for the British Olympic team in 1948, with Alastair McCorquodale winning the relay medal in JW Foster Deluxe spikes made by the man himself.

By 1961 Norman Walsh Footwear was open for business, releasing a wide range of sports footwear including track and field, road and fell-running, rugby, football and cricket.

Today, Walsh trainers are still proudly made in the Bolton factory where the brand was born, using similar techniques. Traditional fell-running remains a key component of the brand's Northern DNA and offering but it is the casual range that proves to be most popular, with each style being inspired by the company's rich back catalogue.

'Made in Britain' aims at showing that the original values of sports footwear manufacturing are still alive in Britain today; it also illustrates the ways in which heritage and performance translates into fashion.

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Notes to editors

1. 'Made in Britain – Walsh Trainers' is organised by the Fashion and Textile Museum and runs from 31 January – 17 May 2014.
2. The 'Made in Britain' display accompanies the exhibition 'Artist Textiles: Picasso to Warhol' at the Fashion and Textile Museum

3. Exhibition opening times: Tuesday–Saturday, 11am–6pm; Late night Thursday until 8pm; Last admission 45 minutes before closure. Ticket prices: £8.80 adults, £6.60 concessions, £5.50 students and free entry for under 12s (includes 10% donation).
4. Booking information: online or call 0844 248 5076
5. The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes, the museum is part of Newham College London – one of Europe’s largest further education colleges.
6. An events programme accompanies the display. A special evening ‘How to Wear Trainers’ on Thursday 3 April at 6.30pm, features a panel discussion with commentators from the worlds of sport and fashion.
7. The Fashion and Textile Museum is at 83 Bermondsey Street, London SE1 3XF. For further information about FTM and its activities visit www.ftmlondon.org

Press Images

A selection of press images is illustrated below. Exclusive images available on request.



The PB, late 1970s. The PB sole is designed specifically for fell-running and was first utilised in the late 1970s. This sole unit is still the foundation of Walsh performance footwear.



The Supreme, early 1970s. This was a custom track shoe.



Vintage Swede, c.1980. Originally developed as an orienteering shoe.



The Swede

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