



# JAMESON®

THE GOALPOSTS  
LEAGUE

## Jameson Irish Whiskey, Lovers F.C. & The Goalposts League Celebrate The Women's Euros 2025 With A Scintillating News Collection

*Shining A Spotlight on The Beating Heart Of Tournament Football*



The mid-week Meidemas, the Weekend Willamsons and the Kick-about Katotos, this one's for you. The world's No. 1 Irish Whiskey, Jameson, has once again teamed up with its old pals at Lover's F.C. and the inclusive 5 and 7 a-side football community organisation, The Goalposts League, to design a selection of dream kits to celebrate what is sure to be a momentous summer of women's football ahead.



The collection is inspired by the 'what is', 'what was' and 'what could have been', and although Jameson's go-to national team of Ireland won't be playing in any international tournaments this summer, it would have been rude to leave them out. Being proud of its Irish heritage, the first shirt in the new collection is a fusion of 2000s nostalgia featuring a Jameson green-based and orange perimeter template, with subtle Celtic designs throughout. Next up is a homage to the German Women's Euros winning team of 2005, who wore one of, if not the first, specifically designed female-fitting football shirts. This slick black long-sleeve design is inspired by that cup-winning team, injected with some LOVERS FC flavour. Rounding out the collection is a nod to the England teams that nearly did, the golden generations that made us dream, featuring a classic floral rose watermark imbued on a white backdrop with the iconic St George's Cross on each shoulder.



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For the shoot, the gang packed some sunscreen, a beach towel and an umbrella (you never know) and hit the open road to Blackpool - famously the home of the great British seaside holiday and one of the host cities for the Women's Euros in 2005. In tow was the founder of the Goalposts League, Shameek Farrell, Stylist and Romance FC player Bianca Zehra and Jazmyn Tyne, star player for Sonder FC. Fish and chips, the arcade, melting ice cream, seagulls and a kick about on the beach are all celebrated through the lens of revered football photographer [Meg Jepson](#).

*'It's been amazing to be a part of the Goalposts League. It's given me a real sense of belonging and community...It's not always easy to find space in football that isn't dominated by men. It's made me feel like I have a place in the sport, supported and surrounded by a community of like-minded people who celebrate and uphold each other. I was delighted to be asked to feature in this collaboration with Jameson and Lovers FC, to celebrate what should be another momentous summer of women's football!'* - **Jazmyn Tyne - Sonder FC**



"Jameson has fully embedded itself within the world of football, from its long-standing partnership with the English Football League, to its past campaigns supporting grassroots women's football with both The Goalposts League and Lovers F.C. Everything we do is reflective of what the sport ultimately represents, community. It was a pleasure to collaborate once again and shine a light on the talent within female sport." - **Julia Massies, Managing Director for Pernod Ricard UK**

This summer, celebrate the beating heart of tournament football, not just the wins, but the dreams, the near misses, the last-minute equalisers and the heartbreaking losses! The collection will be available for sale from Jameson's exclusive merch website [here](#) from the 20th June.

**-ENDS-**

## **NOTES FOR EDITORS**

### **MORE INFO ON JAMESON**

Jameson Irish Whiskey is a blended Irish Whiskey. First, we take the best of pot still and fine grain whiskeys. Then we triple distil them, not because we have to because we want to as it gives it its signature smoothness. Finally, we age them in oak casks for a minimum of 4 years. It's where we recommend starting your whiskey journey. You can drink it any way you like - just add mates and widen the circle. Triple distilled, twice as smooth, one of a kind.



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When football's at its best, it brings people together like nothing else (except maybe Jameson). It's why we've been bottling that same spirit since 1780. Because no matter the size of the rivalry, we always believe that it's the size of the circle that counts. And everyone's invited.

For latest news and information: Website <https://www.jamesonwhiskey.com/> Twitter [@jamesonwhiskey](https://twitter.com/jamesonwhiskey)

[JAMESON](#) / [INSTAGRAM](#)

#### **MORE INFO ON LOVERS F.C**

LOVERS F.C. (LFC) is where football and streetwear collide. LFC was founded by uber kit Connoisseur, Creative Consultant and Pop Culture Historian Neal Heard. A man who saw not just one global streetwear trend coming and documented it, but two! The Author of the now seminal 'The Football Shirts Book' and equally influential 'Sneakers'. Lover's F.C. has steered football into new, uncharted waters, with Selfridges, YMC, FIFA & JAMESON collabs under its belt, connecting football and football teamwear within the premium fashion arena.

[LOVERS FC](#) / [INSTAGRAM](#)

#### **MORE INFO ON THE GOALPOSTS LEAGUE**

East London born with a vision of creating an inclusive space for LGBTQ & Women's grassroots football, The Goalposts League has gone from strength to strength with over 50 registered teams across numerous divisions, the like of ADIDAS, KAPPA and INDIVISA have collaborated with the collective.

[THE GOALPOSTS LEAGUE](#) / [INSTAGRAM](#)