

England Legends Launch Canterbury's '1871? Collection at Twickenham

Friday 30 November, 2012

Last Saturday at Twickenham not only saw the clash between England and Australia but also saw the official launch of [Canterbury's](#) Limited Edition, 1871 collection.

The launch was held in Twickenham's South Stand store, with a little help from Canterbury brand ambassador Will Greenwood and his sidekick Austin Healey. As fans started to arrive for a little pre-match shopping the comedy duo, who could be the next Ant and Dec, were on hand to serve and assist customers with their purchases whilst modelling some of the new collection.

As if that wasn't enough, Will and Austin also made time to pose for photos and answer questions for their fans, Will even managed to squeeze in a live broadcast for Sky Sports News whilst taking on the role of 'Sales Assistant' and trying to upsell a customer from a mini rugby ball to one of the new '1871? items.

Will wore the classic 1871 long sleeve rugby jersey which boasts a version of the famous rose emblem inspired by the very first England shirts back in 1871. Austin sported the 1871 anthem jacket in purple, a colour inspired by the iconic tracksuits worn by the players throughout the RFU's history. With both Will and Austin being a part of celebrated England squads, they were perfect to be part of the launch of such a historic collection.

Austin even popped over to Canterbury's 'Join The Lineup' fan stand to relive some memories and have his picture taken alongside England's current players (Even if it meant getting a little too close to Joe Marler!)

To add to the fun we even hired a mime artist for the day who was also sporting the 1871 collection, not to be upstaged by the celebrated talent inside the store, he 'greeted' customers and even took part in an ensemble with the QBE marching band!

For more information please visit <http://www.canterbury.com>

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