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Adobe teams up with Camden Town WFC to unveil new kit designed for women, by women

- Creative Director, Hattie Crowther, designs new kit and crest for Camden Town WFC ahead of Adobe Women's FA Cup competition start
- New kits prioritise performance and comfort for women football players on the pitch
- Adobe Express workshops, presented by Khiara Keating and Elly Wade, will empower clubs to create stand-out content

LONDON, UK —September 2, 2024 — Today, Adobe (Nasdaq: ADBE) has announced it is the lead partner for [Camden Town Women's Football Club](#) (WFC), an independent club competing in the Greater London Women's Football League and the [Adobe Women's FA Cup](#). As part of its partnership, Adobe has worked with Creative Director, [Hattie Crowther](#), to re-design the club's kit for the 2025 season and revamp its crest. Over the next year, Adobe will further support the team to become a creative powerhouse in football by creating a new Brand Kit in [Adobe Express](#) and providing training on the tool, so the club can enhance how it engages with and attracts new fans across all marketing content and [social media](#) channels.

Before redesigning the kits, Hattie Crowther consulted Camden Town WFC players to better understand what they need to perform at their best during matches. As a result, the new kits feature innovative designs, including ventilation panels and ample space under the shirt for players to wear sports bras, which existing off-the-shelf football apparel worn by amateur teams do not accommodate.

The design also features keywords that embody the Club's philosophy such as Sisterhood, Belonging, Home, Unity, Culture, Creativity, and Progress, which also reflect the teams' core value of togetherness. The redesigned crest includes Camden's coat of arms and the motto "Non sibi sed toti" ("Not for self but for all"), highlighting the club's deep connection to its community and fostering a culture of collaboration. Camden Town WFC debuted its new kit yesterday, in the first qualifying round of the Adobe Women's FA Cup which saw it take on Bexhill United and take home an incredible 9-0 win.

Camden Town WFC kits and crest were designed using [Adobe Creative Cloud](#), showcasing the versatility and power of the company's creative tools. Hattie began by crafting a dynamic mood board in Adobe Express, collaborating with the club to bring their vision to life. She utilised content resources in Adobe Express and [Adobe Stock](#), using the precision of [Adobe Photoshop](#) to create intricate patterns and mock-ups. These elements have also been integrated into Camden Town WFC's Brand Kit which the team will be using to maintain a strong and cohesive visual identity across all marketing platforms and social channels, so it can produce consistent, high-quality content with ease and efficiency.

"It's great to see the women's game at an all-time high with so many sold-out matches. But for the game to grow further, more support is needed for amateur teams that play in early rounds of competitions such as the Adobe Women's FA Cup," commented Alessia Russo, Adobe Women's FA Cup Ambassador. "For too long, women have had to play in kits that are not designed for their body types and do not suit their needs. By boosting support across all levels, clubs and players will be able to thrive and women's football will grow to new heights."

“The Camden Town WFC kit for the FA Cup fixture embodies sisterhood and unity through its ergonomic design and functionality, specifically tailored for female players. Reflecting valuable feedback from both players and the club, this kit enhances performance and comfort which amateur women’s kits often lack. Featuring energetic prints crafted with Adobe Stock and Adobe Express, it celebrates the club’s culture and creativity while addressing the unique needs of female athletes.” remarks **Hattie Crowther, Creative Director.**

In the 2024/25 season, 514 teams will compete in the Adobe Women’s FA Cup, a [70% increase](#) compared to 2019. While the game’s popularity has grown, many clubs continue to face financial challenges, particularly those in socio-economically deprived areas. The [“Raising the Bar”](#) review, endorsed by the UK Government in July 2023, emphasized the need for more resources to support the rapid growth of the women’s game.

To support Camden Town WFC beyond sponsorship and kit re-design, Adobe is providing the club with an additional financial investment to help with operational and running costs, as well as providing free access to Adobe Express Premium Plans and training throughout the partnership. This will empower volunteers and players at the club to create content quickly and easily, so they can have a consistent look and feel across all content assets produced by the club including matchday programmes, monthly newsletters and social posts.

Starting today, Adobe will also be hosting a series of [Adobe Express online workshops](#) for all clubs partaking in the Adobe Women’s FA Cup. Presented by Elly Wade, captain of Luton Town Ladies and featuring a special appearance from Lioness & Manchester City star, Khiara Keating, clubs will be shown how to level up content creation skills to drive fan engagement and attract new followers, players and sponsors.

“When I joined Camden Town WFC, we set out a 10-year plan to take the club to the top level. This was about more than just winning matches; it was about creating an infrastructure and culture for the Club that allowed our players to thrive. We’ve worked really hard these last three years and now with Adobe as our lead sponsor, I can’t wait to see how we’ll take the club to the next level,” notes **Richard Mahoney, Chairman at Camden Town Women’s Football Club.** *“Debuting our kit at our first Adobe Women’s FA Cup match yesterday was special. It’s more than just a kit; it embodies who we are as a club and what our players need to perform at their best.”*

“When we first announced our partnership with The Football Association, our mission was to support clubs at all levels – from amateur to elite – and to spread the magic of the women’s game to as many people as possible. Camden is not only one of the UK’s most iconic locations and a creative hub, but Camden Town WFC is also a pillar of the local community with grand ambitions for success. We are focused on supporting as many clubs as possible so that they can unlock their creative potential, heightening the presence and impact of women’s football,” adds **Simon Morris, Vice President, International Marketing at Adobe.**

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