**SWIM FOR ALL - ADIDAS AND SOUL CAP ANNOUNCE PARTNERSHIP TO MAKE SWIMMING MORE ACCESSIBLE**

* The adidas x SOUL CAP partnership aims to promote greater diversity and inclusivity in the world of swimming, by helping to break down social barriers in the sport.
* The debut swim cap has been designed for people with long or voluminous hair in a range of sizes, for adults and children, in an exclusive linen green colorway.
* The adidas x SOUL CAP swim cap will be available at adidas.com and via the [adidas app](http://www.adidas.com/adidasapp) from Sept 26 2022.

**Herzogenaurach, Sep 26 2022 –** Today, adidas announces its first swim cap made in partnership with London-based start-up SOUL CAP, which will be available from 26th September. This collaboration – which follows the launch of adidas’ full-cover and inclusive sizing swimwear ranges last summer – is part of the brand’s ongoing commitment to make water sports more accessible.

**SWIM FOR ALL**

adidas and SOUL CAP share the belief that sport belongs to all. But it can only belong to all, if all who want to participate, can. By offering a swimwear product – designed for a range of hairstyles – the brands are joining efforts on their quest to increase access and inclusivity in swimming.

**Celine Del Genes, adidas Global General Manager Specialist Sports, commented:** *“We’re excited to collaborate with SOUL CAP to jointly tackle one of swimming’s biggest barriers: accessibility. We’re driven to make the water a more fun, inclusive and social space and this partnership is another step forward in making that ambition a reality for all.”*

The idea for SOUL CAP was born in 2017 when founders Michael Chapman and Toks Ahmed took up adult swimming lessons, after not having learned how to swim as children. They noticed a problem during their classes – every swimmer wore the same size swim cap, no matter what hairstyle they had, which often resulted in people struggling with ill-fitting caps. This observation led to them creating SOUL CAP, a company that makes swim caps designed for people with long or voluminous hair.

​**Michael Chapman and Toks Ahmed, SOUL CAP co-founders, commented:** “*Partnering with adidas has given us a global platform to hold conversations around the barriers and lack of accessibility to swimming. Through this collaboration, we hope to encourage more people to take up the sport and build confidence in the water so they too can experience the joys of swimming.”*

The adidas x SOUL CAP swim cap is made from 100 per cent silicone, which creates less snag on the hair ensuring a more comfortable fit. Built with extra space, it provides a snug fit and tight seal to keep long and voluminous hair dry and healthy through every type of swim. The collection consists of an adult cap in sizes Regular-XXL and a children’s cap in sizes Regular-L, in an exclusive linen green colorway.

The adidas x SOUL CAP collection will be available to buy on adidas.com and via the [adidas app](http://www.adidas.com/adidasapp) from Sept 26 2022.

For further information please visit [adidas.com/Swimming](https://www.adidas.com/swimming) or follow [@adidas\_swim](https://www.instagram.com/adidas_swim/?hl=en) on Instagram to join the conversation, using #adidasxSOULCAP, #adidasSwim and #adidas.

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Notes to editors:

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021. For more information, please visit adidas.com and follow us on Twitter or Instagram under @adidas.

**About SOUL CAP**

Founded by best friends Michael Chapman and Toks Ahmed in 2017, SOUL CAP is not just a brand – it’s a movement. On a mission to make ‘Swim For All’, Michael and Toks aim to bring inclusivity and accessibility to the sport they love. Creating inclusive swimwear is just the start – it’s about building confidence in the water, breaking down social barriers, and speaking up for every swimmer and learner who wants to achieve more. SOUL CAP are changing the narrative on a life-saving skill that brings so much joy to so many people – by creating opportunity for every person to get involved.

After taking an adult swim class, Michael and Toks met a woman at the pool who had afro hair and was struggling with her swim cap. The more they thought about it, the more they realized just how crazy it was that every swimmer wears the same size cap, no matter how much hair they need to squeeze into it. This observation led to them creating SOUL CAP, a company that makes swim caps designed with extra room at the crown for those with long or voluminous hair.