

Fashion Meets Football: Subway® Celebrates Subway® Women's League Cup Final With Exclusive Hattie Crowther Scarf Drop

Images available for download here: <https://www.flickr.com/gp/taylorherringpr/1fc9q948m4>

5th March 2026 – It's official: Football fashion is moving out of stadiums and into the mainstream as fans are embracing shirts and scarves on and off the terraces.

With the rise of sports fashion styling and increase in fans wearing football gear in their day-to-day, Subway® is celebrating this year's Subway® Women's League Cup Final with a limited-edition fashion collab with London-based sports fashion designer, Hattie Crowther.

Designed for a new era of football fandom, where fashion and football go hand in hand, Hattie has created an exclusive run of just 300 football scarves. Dropping just in time for the final on the 15th March, they are made to champion the rise of the women's game and enable fans to show their support beyond the 90-minute final.

Fans will be able to get their hands on these scarves ahead of the final through a social-first giveaway across Subway®'s Instagram channel, bundled alongside Women's League Cup Final tickets and Subway® gift cards. Starting on 6th of March, fans can tag a friend in the comments of the official Instagram post for their chance to win. Fans in attendance of the match will also have a chance to be a part of this celebration with surprise-and-delight moments for those in the stands.

True to Hattie's mission in disrupting sports styling and challenging ideas of traditional football apparel, the limited-edition collection has been thoughtfully designed to help fans of the sport feel seen and represented. Championing representation on and off the pitch, the collection is modelled exclusively by content creators embedded in the women's football space, spotlighting the voices supporting the sport's continued cultural rise. Hattie sees these designs as a tool to spark conversation beyond the match and build visibility for the sport.

"Subway has made groundbreaking investment in women's football, in a way that has really impacted the players. That's why I was so happy to work with them on this collaboration. It shows how brands can support the women's game in a way that feels culturally relevant and opens up conversations that change the perception of football across the UK. Together we have created a unique piece, with broad appeal, that represents the great diversity of football fans. Scarves aren't just visible on the sidelines, they are embedded in how fans experience the game" says fashion designer Hattie Crowther.

The Subway® x Hattie Crowther collaboration arrives amid a wider cultural movement where women's football is not only redefining the sport, but reshaping its perception to welcome in new audiences. Shirts are cut differently, colours feel fresher, and scarves carry symbolism beyond team allegiance. Increasingly, these pieces are worn as markers of identity – not just team loyalty.

EMEA Senior Marketing Director at Subway®, Kirstey Elston said: "The growth of women's football is being driven by an incredibly passionate and culturally engaged fanbase. We wanted to celebrate that in a way that felt authentic and exciting. Partnering with Hattie allowed us to bring a fresh perspective to a football staple that fans genuinely want to wear."

As the women's game continues to capture hearts nationwide, Subway®'s latest collection celebrates the fans at the centre of it in anticipation of the final on the 15th of March. Make sure you enter for your chance to win an exclusive scarf bundle through [@Subway® ukireland](https://www.instagram.com/subwayukireland), and get your tickets today at: <http://www.wslfootball.com/final>.

- ENDS -

NOTES TO EDITORS

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For information on the Subway® brand please visit www.Subway®.co.uk

About Subway® Restaurants

As the global sandwich leader, Subway® serves freshly made sandwiches at a great value to millions of guests around the world in nearly 37,000 restaurants every day. Subway® restaurants are owned and operated by a network of thousands of dedicated Subway® franchisees who are passionate about consistently delivering a high-quality, convenient guest experience and contributing positively to their local communities.

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UK & ROI, 18+ only. Subway's UK & Ireland Instagram channel (@subway_ukireland) is being used to give away ten WSL x Subway limited edition prize bundles (the "Prizes"). Each Prize consists of two WSL x Subway scarves, two 2026 Subway Women's League Cup Final Tickets and a £20 Subway® Gift Card. Entries may only be submitted from 10am (GMT) Friday 6th March 2026 until 10am (GMT) Wednesday 11th March 2026. Entrants must enter by liking the promotion post on Subway's UK & Ireland Instagram channel (@subway_ukireland), following @subway_ukireland and tagging a friend in the comments section of the promotion post to be in with a chance of winning. Each additional friend tagged in a separate comment counts as one additional entry. Winners will be selected at random from all valid entries and contacted via Instagram Direct Message on Wednesday 11th March 2026. Winners will have 24 hours from notification to claim their Prize. If a winner does not respond or cannot be contacted within this time or fails to comply with Prize fulfilment instructions, a reserve winner may be selected. Visit www.subway.com/en-gb/campaigns for full promotion T&Cs. Promoter: Subway Franchisee Advertising Fund Trust B.V., Piet Heinkade 55 - 13th Floor, 1019GM, Amsterdam, The Netherlands.

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