



# Lester Aldridge Advises Kimura Group Limited on Series A Investment into Adapt Jiu Jitsu

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We are pleased to share that our Corporate team has advised Kimura Group Limited on its Series A investment into Adapt Jiu Jitsu, a fast-growing martial arts apparel brand with exciting momentum.

Kimura Group Limited was created as a special-purpose vehicle to facilitate the investment on behalf of fitness and lifestyle entrepreneurs James Smith, Diren Kartel and Paul Olima, along with other investors. Together, they bring strong commercial expertise and highly engaged online communities across fitness, wellness and performance.

This investment represents an important step in Adapt Jiu Jitsu's plans to expand its presence both in the UK and internationally.

The transaction was led by Partner [Jamie Earley](#), supported by Solicitor [Janet Stocker](#), who advised Kimura Group Limited on all legal aspects of the Series A round.

Reflecting on the deal, Jamie said:

"We are delighted to have supported Kimura Group Limited on this strategic Series A investment. James, Diren and Paul each bring exceptional energy, commercial insight and influence to the fitness and performance space, and Adapt Jiu Jitsu is a brand with impressive momentum and clear vision. This investment marks an exciting next chapter for the business, and we are proud to play a role in helping bring that growth to life."

This deal adds to our growing experience advising high profile fitness influencers and strategic investment transactions. Recent highlights include the [Neutonic](#) investment round and James Smith's investment into [Manual](#). We continue to strengthen our position as a trusted adviser within the creator economy and the wider fitness and wellness sectors.

*Photo: Jamie Earley, with the Kimura Group, including James Smith, Diren Kartel and Paul Olima*