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N Brown Group
("N Brown" or "the Group")

N Brown unveils Joe Marler as Jacamo brand ambassador, with launch of Spring/Summer 26 campaign

N Brown Group, the inclusive fashion and retail platform, has announced former England rugby international and The Celebrity Traitors star Joe Marler as the newest brand ambassador for menswear retailer, Jacamo.

This marks the next phase of partnership between Joe Marler and the brand after Jacamo previously dressed him for his first major photoshoot, and sponsored 10 episodes of his hit podcast, Joe Marler Will See You Now.

The collaboration resonated strongly with Jacamo customers, driving increased social engagement and follower growth across the brand's channels. In his first role as Brand Ambassador, and building on this momentum, Marler will front Jacamo's Spring/Summer 26 campaign, giving stylish men the famous Jacamo 'Nod of Approval'.

Joe Marler said: *"Jacamo makes fashion easy for guys like me, providing quality clothes that look great and fit right. They've been alongside me for a while, kitting me out for my first big photoshoot and supporting my podcast. I'm chuffed to be coming on board as their latest brand ambassador and excited for everyone to see what we've been working on together for the launch of the Spring/Summer 26 collection."*

The Spring/Summer 26 campaign will be launched across TV and streaming, with placements alongside live sporting events and Netflix programming. Joe's voice will also be heard as part of Jacamo's biggest ever audio campaign, targeting podcasts and radio – including TalkSport's World Cup coverage.

Esme Stone, Head of Brand at N Brown said: *"We're thrilled to be building on the success of our partnership with Joe and continuing this momentum into the next phase of our collaboration. The response to our work with him so far has been fantastic, with Jacamo customers really connecting with his humour and his authenticity, which is why he's the perfect choice to be the face of our Spring/Summer 26 collection."*

"By working with Joe to supercharge our own-label products, we are driving forward our strategy of providing customers with the best possible retail experience by offering high-quality Jacamo pieces alongside in-demand global brands. We know our customers are going to love the new products being launched today, and we can't wait for them to see and hear our campaign creatives across their favourite TV, streaming, radio and podcasts."

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For further information, please contact:

Hawthorn Advisors

Henry Lerwill

nbrown@hawthornadvisors.com

+44 (0) 7894 608 607

About N Brown Group

N Brown is a leading UK digital retail platform for clothing, footwear, home and technology, headquartered in Manchester and employing over 1,200 people nationwide. Through our strategic retail brands JD Williams, Jacamo and Simply Be and our unique payments offering, we exist to champion inclusivity and serve the underserved. Our customers are our passion, and we take great pride in delivering products that ensure they can look and feel amazing, without compromising on choice, value and accessibility.