

20 August 2026



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

N Brown appoints Zoe Matthews as Managing Director of Retail

N Brown Group, the inclusive fashion and homeware digital retail platform, today announces the appointment of Zoe Matthews as Managing Director of Retail.

Zoe joins N Brown with more than 25 years' experience leading buying, product and retail transformation across some of the UK's best-known fashion and home retailers. She will lead N Brown's Retail business, overseeing retail strategy, trading and commercial performance as the Group continues to strengthen its proposition and deliver its long-term growth ambitions.

Most recently, Zoe was Senior Vice President at Reliance Retail, the largest retailer in India by revenue, where she led the growth strategy underpinned by operational excellence and innovation. Prior to this, Zoe served as Product Lifestyle Director at John Lewis, where she led the Fashion and Home business and all Category Trading teams, representing a £2bn revenue portfolio. Earlier in her career, Zoe held senior leadership roles at George at Asda where, as Vice President, she helped lead one of the UK's largest clothing businesses with revenues of approximately £1.5bn, as well as at The Very Group, Gap Europe, White Stuff and House of Fraser. Zoe began her retail career at Marks and Spencer, where she developed the commercial and operational foundations that have underpinned her leadership career.

As Managing Director of Retail, Zoe will work closely with teams across the business to strengthen N Brown's customer proposition, accelerate commercial performance and build on the Group's market-leading expertise in fit, value and inclusive fashion.

Dan Joy, CEO at N Brown, said:

"I'm delighted to welcome Zoe to the team. She brings an exceptional combination of commercial leadership, retail expertise and transformation experience, with a proven track record of building brands, leading high-performing teams and delivering sustainable growth."

Retail is fundamental to our strategy, and Zoe's leadership will be instrumental as we continue to strengthen our proposition, simplify the business and deliver for our customers. I'm looking forward to working with Zoe as we continue building the next chapter for N Brown."

Zoe Matthews, Managing Director of Retail at N Brown, said:

"I'm excited to be joining N Brown at such an important point in its journey. The business has a unique heritage, strong brands and a clear opportunity to build on its momentum. I'm looking forward to working with colleagues across the business to continue evolving the retail proposition, delivering great outcomes for our customers and supporting the next phase of growth."

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For further information, please contact:

Hawthorn Advisors

nbrown@hawthornadvisors.com

Veralyne Tan

+44 (0) 787170 4240

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.