



N Brown Group

("N Brown" or "the Group")



JD WILLIAMS ANNOUNCED AS SPONSOR OF 'UNMISSABLE DRAMA' ON 5

London, 26 February 2026: 5 has today announced a new partnership with JD Williams, which will see the inclusive fashion and homeware retailer become the official sponsor of *Unmissable Drama* on 5 across linear and streaming.

The sponsorship, which will run from 1st March through to 31st December 2026, will span 5's premium slate of *Unmissable Drama*, encompassing all period dramas alongside a curated collection of modern detective-led series. Titles within the sponsorship include *Ellis*, *All Creatures Great and Small*, *The Hardacres*, *The Madame Blanc Mysteries*, *Play for Today*, *Benidorm is Murder* and Christmas specials. In addition to new and returning hits, JD Williams will also sponsor a selection of back-catalogue titles on VOD, including *The Good Ship Murder*, *Cooper & Fry*, *Flowers in the Attic* and *Witness Number 3*.

The JD Williams idents will bring the brand's commitment to confidence and self-assurance to the screen, celebrating women whose presence is felt without needing to command attention. Developed to evolve throughout the year, the idents will reflect the changing seasons, drawing inspiration from JD Williams' fashion and homeware

collections. Creatively, they centre on the idea of being *unmissable* through quiet confidence, mirroring the powerful, character driven stories at the heart of *Unmissable Drama* on 5.

The deal was strategically developed and negotiated by independent media agency the7stars.

Esme Stone, Head of Brand Marketing at JD Williams said: “We’re delighted to be partnering with 5 as the sponsor of Unmissable Drama. At JD Williams, we champion women in midlife who embrace their own style and confidence, and this collaboration allows us to bring that spirit to entertainment that our audiences truly connect with. The character-driven stories in the shows will provide the perfect backdrop for us to celebrate the individuality of our audience in every season, and we’re excited to be partnering with 5 and reaching their viewers throughout the year.”

Drachan Forster, VP of UK Sponsorships, Paramount Advertising International, said: “Drama offers a uniquely powerful space for brands, combining emotional connection with consistent reach across broadcast and streaming. *Unmissable Drama* on 5 brings together stories that viewers actively seek out and make time for, creating an environment built on intention and engagement. That makes it a natural fit for JD Williams, a brand rooted in confidence, authenticity and presence.”

Emma Deacon, Business Director at the7stars, said: “Our aim was to move beyond traditional seasonal bursts of activity and establish an enduring, always-on presence for the fashion and homeware brand. Channel 5 offers a powerful and highly complementary environment for JD Williams, aligning the brand with premium content its audience actively chooses and values. The partnership marks JD Williams’ return to sponsorship on 5, following its earlier association with the brand’s Inspired Living strand.

The announcement today follows recent news from 5 revealing **Leapmotor** as the sponsor of *Thrilling Drama* on 5, spanning popular titles across linear and streaming including *The Teacher* (S3), *Missed Call* and *The Fortune*, reinforcing drama on the channel as a powerful, premium environment for brands.

-ENDS-

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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.

About 5

5 is the home of award-winning content from the UK's third largest commercial PSB, a culmination of the creative transformation of Channel 5 over more than a decade. 5 is part of the Paramount Skydance Corporation.

Through a mix of live TV channels and bingeable boxsets, the free-to-air service allows UK audiences to watch or stream the breadth of programming from the 5-branded portfolio, the dedicated preschool brand Milkshake!, and a wide selection from the wider Paramount family of brands, including BET, CBS, Comedy Central, MTV Entertainment Studios, Paramount+ and more.

In keeping with its PSB remit, 5 tells the story of modern Britain by reflecting the lives of people across the UK, featuring well-known faces and fresh new talent. Its programme roster spans original UK drama, premium factual, true crime, science, news & current affairs and kids' content, which continue to attract critical acclaim.

Recent wins include Channel/Streamer of the Year at the TV Choice Awards 2026, alongside Best Drama Series for *All Creatures Great and Small* and Best Factual Series for *Springtime/Winter on the Farm*. This builds on earlier accolades including *Channel of the Year* at the 2025 Edinburgh TV Awards, BAFTA Television and RTS Awards for the documentary *White Nanny, Black Child* in 2024, and a BAFTA nomination for *Endurance: Race to the Pole*. Factual hit *The Yorkshire Vet* and the broadcaster's series on air fryers also won RTS Yorkshire awards, while Michael Palin received the Radio Times Special Judges Award for his Channel 5 documentaries.

About JD Williams

JD Williams continues to target midlife women; these women are defined as being in their prime, whose family may have grown up, and who now have time to shift the focus back on themselves again, to explore their 'second spring'.

The retailer offers a wide range of branded and own-brand clothing in sizes 8 – 32, as well as a curated range of lifestyle products including homeware, electricals, beauty products and lingerie. The range is available online at www.jdwilliams.co.uk

About the7stars

Founded in 2005, the7stars is the UK's largest independent media agency. The award-winning agency is recognised for its unique approach and manages over £500m of billings for clients including Gousto, TSB, Associated British Foods, H&M, Nintendo, Entain, AG Barr, Royal Mail and People's Postcode Lottery. Reflecting its innovative company culture, the7stars has been named as one of the top companies to work for by Best Companies for ten consecutive years and is in Campaign's Top Five Best Large Companies to Work 2025.

www.the7stars.co.uk