

14 March 2011

N Brown Group

N Brown launches new brand

N Brown Group plc, the internet and catalogue home shopping company, today announces the launch of 'Fabrìci', a new brand targeting 50+ women. Fabrìci addresses a gap in the market for sophisticated, quality clothing for the mature woman, offering a unique alternative to the traditional mail order and high street contemporary fashion.

Fabrìci will fit alongside other brands, such as Marisota, and underpins N Brown's strategy to provide customers with quality, timeless fashion in a wide ranges of sizes. Fabrìci is the latest in a recent string of successful N Brown brand launches, including Jacamo, which is now the fastest growing brand in the portfolio. N Brown expects Fabrìci to continue the strong performance of new names and is aiming to recruit new customers to the brand through marketing initiatives such as internet and magazine advertising.

Fabrìci is being launched following a study conducted by N Brown, which identified a new group of potential customers not currently catered for by the current portfolio of brands. These customers are more internet savvy, stylish and sophisticated, and looking for clothing that meets the demands of their busy, diverse lifestyles, with products that fit all sizes and shapes. The research also showed that customers are keen to have a designer feel to their clothes.

John Hinchcliffe, Marketing Director, N Brown Group said:

"We are very excited about the introduction of our new brand Fabrìci which opens up a whole new market for N Brown to penetrate. Fabrìci is a unique addition to our growing portfolio of catalogues and as demonstrated through our recent study, we have listened closely to our customers and are confident Fabrìci is the quality, designer brand they are now seeking."

The new brand has a size range of 12-32 and will be available online at www.fabrici.com and via catalogues from Monday 21 March.

-Ends-

For further information please contact:

Kreab Gavin Anderson

Clotilde Gros / Natalie Biasin / Melissa Read: 020 7074 1800