



11 October 2018

**N Brown announces exciting new partnerships with L’Oreal, Wehkamp and Lipsy  
London Collection**

- Partnership with L’Oreal on its Power Brands
- Partners with Wehkamp and Lipsy London Collection through the Next website on Simply Be

N Brown Group, the online fashion retailer, is pleased to announce a partnership with L’Oreal, a world leader in beauty, for its three Power Brands - Simply Be, Jacamo and JD Williams.

Three of L’Oreal’s biggest consumer brands, L’Oreal Paris, Maybelline and Garnier, will launch in the AW18 season and will feature over 200 lines across the brands including skincare and makeup products. This will represent the biggest skincare and makeup proposition from N Brown.

This partnership follows the recent launch of Barry M for JD Williams and Simply Be at the beginning of September, demonstrating further progress in growing the Group’s online footprint.

It is also delighted to announce a partnership with Wehkamp, The Netherlands’ leading online fashion retailer, and Lipsy London Collection through the Next website for Simply Be.

Wehkamp will be featuring a capsule collection from Simply Be of initially 80-100 lines, from size 16 to 24, and will launch in SS19. With Wehkamp’s 2 million active customers, this partnership provides a further opportunity to increase our online penetration in key international growth markets.

This partnership follows Simply Be’s recently launched exclusive capsule collection with UK brand Lipsy London, who’s collections are run through the Next website. Initially providing 80–100 womenswear lines, the Lipsy range is set to expand to lingerie, swimwear, footwear and menswear in SS19.



Ralph Tucker, Chief Product and Supply Officer at N Brown, commented: *"We are delighted to be partnering with L'Oreal, Wehkamp and Lipsy London Collection, all of which represent exciting opportunities for our Power Brands. L'Oreal is one of the leading brands in beauty products and this is a great opportunity to expand our offering to our customers in this segment, whilst Wehkamp and Lipsy London Collection allowing us to demonstrate our expertise in the specialist fit fashion space.*

*We are looking forward to working with the teams and to the other possibilities this might bring in future."*

**For further information:**

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**About N Brown**

An expert in fashion that fits and flatters, N Brown is one of the UK's leading online retailers. Our key retail brands are JD Williams, Simply Be and Jacamo. We are all about democratising fashion and are size inclusive, focusing on the needs of underserved customer groups – size 20+ and age 45+. We offer an extensive range of products, predominantly clothing, footwear and homewares, and our Financial Services proposition allows customers to spread the cost of shopping with us. We are headquartered in Manchester where we design, source and create our product offer and we employ over 2,600 people across the UK.