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### **N Brown opens largest HILP technology photo studio in the world**

N Brown, the online specialist fit fashion retailer, has become the first UK retailer to use Hyphen Interactive Live Photo (HILP) technology for its new in-house photo studio, Studio 360, which will transform its ecommerce photography capabilities.

The new studio was officially revealed at a launch event last week, with special guest star Andrew Flintoff in attendance as part of his long serving ambassador role for N Brown brand Jacamo to showcase the photo booth and to demonstrate its full suite of capabilities.

HILP technology is an innovative photo booth for ecommerce photography that delivers stills, model moving assets, 360 spins and stop/start motion within minutes. These images can then be quickly and easily converted to a format suitable for online publishing.

The N Brown photo studio, which has become the largest HILP studio in the world, boasts five photo booths which will deliver web ready images quickly and seamlessly. The technology will also deliver product quality and colour consistency across model and still life studio shots.

This investment in technology is the latest step in N Brown's transformation into an agile, online retailer, allowing its fashion brands to get products ready for online in hours as opposed to days.

The photo studio, located in the Company's head office in Manchester, has also been built to deliver a new environment that is model centric with a green room for relaxation and preparation.

Ralph Tucker, Chief Product and Supply Officer at N Brown said: *"This is an exciting step forward in our ecommerce capabilities, pushing N Brown to the forefront of UK online retailing. We now have the ability to offer products to our customers quicker than ever before and can provide improved visuals with 360 and HILP motion product assets to further improve our customers' experience."*

Alessio Saraceno, Co-Founder and Managing Director from Hyphen UK said: *"We are delighted to have worked with N Brown to create the largest HILP photo studio in the world which will drive all of N Brown's ecommerce photography. Our technology meets the needs of agile online retailers and represents the future of ecommerce photography."*

#### **For further information:**

##### **N Brown Group**

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**Website:** [www.nbrown.co.uk](http://www.nbrown.co.uk)



## **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.

## **About Hyphen-UK**

Hyphen-UK helps brands embrace digital transformation and create business impact. Hyphen- develops and implements systemic solutions to support omni-channel communication, promotion and sales processes. Their collaborative solutions, services and relationships allow organisations to reinvent the way they work with product and brand contents enabling marketing, sales and creative teams build up the ideal digital supply chain for a greater engagement and customer experience.

Founded in 2014 in London, Hyphen-UK is part of the Hyphen- Group with headquarters in Italy and offices across Europe and North America.