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N Brown announces new brand ambassadors for its Home Essentials brand

N Brown Group plc, the digital fashion and homeware retailer, whose strategic brands are Home Essentials, JD Williams, Simply Be, Ambrose Wilson and Jacamo, has continued its ongoing strategic refresh by partnering with Frankie Bridge and Nicki Bamford-Bowes to be the new faces of its Home Essentials brand.

With a national advertising campaign launching in September, Frankie Bridge will become the celebrity face for the brand, connecting with its target customer group – mums aged 25 – 45 with children at home. Nicki Bamford-Bowes, known from the popular Netflix show ‘Interior Design Masters’, brings a wealth of interior design expertise and will help customers create their dream rooms by turning their inspiration and ideas into reality.

The move is part of N Brown’s ongoing strategy to focus on its five key brands, powered by an improved home offering, with the Home Essentials brand launching as a standalone trading site for customers on 1 April 2020. Home Essentials offers home furnishings alongside electrical and gifting categories, much of which is designed by and unique to the Group.

The timing of the Home Essentials launch last year coincided with an increase in consumer demand for home and garden products, triggered by the pandemic, which had an immediate impact on the Group’s Home sales. Home and Gift made up 41% of the Group’s revenues in its most recent financial year FY21, up from 29% in FY20.

Sam Walker, Head of Marketing for Home Essentials said:

“We’re thrilled to have both Frankie and Nicki on board as brand ambassadors at what is such an exciting time for Home Essentials as we launch our new ‘Dream Rooms’ campaign next month, helping to transform customers’ homes affordably. Bringing your dream décor into your own home isn’t easy, we think it’s time everyone experienced the joy of finishing a room, so we’re partnering with Frankie and Nicki to help us inspire the nation and make their dream rooms a reality. New customer acquisition is key to the success of Home Essentials and our partnership with Frankie and Nicki is part of the exciting plans we have around broadcast campaigns as well as social media activity to drive customer recruitment.”

About N Brown Group:

N Brown is a top ten UK clothing and footwear digital retailer, with a home proposition, serving customers across five strategic brands. Our strategic brands are JD Williams, Simply Be, Ambrose Wilson, Jacamo and Home Essentials 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 1,800 people across the UK.