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JD Williams brings in new brands for SS22

Mango, Phase Eight and Whistles added to the range

JD Williams, a leading brand within N Brown Group plc, the inclusive fashion and homeware digital retailer, will be introducing an exciting range of new third party brands to its collection this Spring, further extending its product offering.

The new brands, which include Mango, Phase Eight, and Whistles, will be available on jdwilliams.co.uk from February and will offer customers a range of clothing and accessories across a range of price points. Both Mango and Whistles products will include jackets, dresses, knitwear, and jersey tops, with Mango prices ranging from £10 for a jersey top, to £70 for a jacket, whilst Whistles prices start at £45 for a jersey top, to £130 for a jacket. The Phase Eight offering will have an occasionwear focus, including dresses and jumpsuits, with prices ranging from £100, to £200.

The introduction of the new brands is part of N Brown's strategy to expand and improve its brand and product propositions for customers. Having redefined their good/better/best product price architecture, the use of third-party brands extends the "best" part of the product range and offers its customers pieces to complement its comprehensive own label offering.

Sarah Welsh, CEO of Retail at N Brown, said:

"Our Clothing and Footwear range is now back in growth, particularly with consumers rekindling their appetite for occasionwear as restrictions eased. We're really pleased with the performance of our Womenswear third-party brands in the latest period and see lots of opportunity in this area.

"The addition of new, aspirational third-party brands to our offering not only broadens the appeal to both new and existing customers but also helps us to build the JD Williams "emporium of discovery" brand identity. Mango, Phase Eight and Whistles are all brands that align well with the overall JD Williams identity and we are certain that our customers will love these new additions this Spring."

Notes to Editors

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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.

About JD Williams:

JD Williams relaunched in Summer 2021 to become an online 'emporium of discovery'. With its tagline fashion, home and the rest, it empowers customers to indulge their individuality with its rich offering of unexpected product, aiming to become the go-to retailer that inspires modern, grown women.