



14 April 2022

N Brown Group plc

N Brown appoints Sara Bradley as its new Group Buying Director

N Brown Group plc, the inclusive fashion and homeware digital retailer, is pleased to announce the appointment of Sara Bradley as the Group's new Buying Director. Sara will join on 27 April 2022 and will focus on the continued evolution and elevation of N Brown's product offer across each of the strategic brands.

Sara has over 20 years' experience in the fashion industry and has held senior leadership positions at Marks and Spencer, Sainsbury's and George at Asda. Sara began her career at the Arcadia Group where she worked her way up to become the Buying Director at Dorothy Perkins, and was most recently Womenswear Trading Director at Debenhams, a role which she held for over four years.

In her new role, Sara will report into Sarah Welsh, CEO of Retail, and will focus on continuing to accelerate the product offer at N Brown's strategic brands, including Simply Be, Jacamo and JD Williams, as it looks to further elevate the fashion proposition.

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

"I am delighted to welcome Sara to N Brown. She brings a wealth of experience from across the fashion industry and is a truly passionate leader who shares our ambition to deliver unique and exciting product for our customers. She joins us at a really exciting time for the business as we continue to elevate our fashion proposition through our differentiated brand portfolio to make our customers look and feel amazing."

"I would also like to thank Shailina Parti for her significant contribution to N Brown, she has been instrumental in the evolution of the product handwriting within our portfolio during her time with us. I wish her every success as she leaves us to pursue an exciting opportunity in India."

Sara Bradley commented:

"I have watched N Brown's progress for many years from afar, and I am truly excited to be joining a business that has such recognisable and well-loved brands. As part of the team, I am looking forward to working to further enhance the product offer, both through in-house design and third-party partnerships that resonate with our loyal customers."

Notes to Editors

For further information:

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About N Brown Group:

N Brown is a top ten UK clothing and footwear digital retailer, with a home proposition. Our brands include JD Williams, Simply Be, and Jacamo, 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.