

17 May 2022

JD Williams launches Anise - a unique in house designed own brand range

JD Williams, a strategic brand within N Brown Group plc, the inclusive fashion and homeware digital retailer, today announces the launch of its newest own brand clothing range, Anise. The collection features premium, sustainable fabrics and embraces manufacturing initiatives that are less impactful on the environment.

The unique women's clothing collection, which has been designed in-house, has been created to enable JD Williams customers to add more sustainable clothing options to their wardrobes, without compromising on design, fabric, or quality. The launch is part of N Brown's wider sustainability strategy and commitment to ensure that all own brand products will be responsibly sourced by 2030. To date, 30% of the Group's own brand products have sustainable properties and the target for 2022 is to source 50% of its cotton from more sustainable sources, including Better Cotton, recycled cotton and organic cotton.

All of the clothes within the collection have been designed with sustainability in mind and produced using sustainable materials, including LENZING™ ECOVERO™ viscose fibres, and REPREVE® recycled polyester, a material made from used plastic bottles. The denim within the collection includes recycled denim fibres and has been manufactured using approximately 65% less water versus a standard pair of jeans. The finishing has also been considered, with a clay dyeing method, which is less pollutive versus traditional methods, and natural trims including coconut buttons, being used.

Anise launches on www.jdwilliams.co.uk on 17th May and is available, in an inclusive range of sizes from 10 – 24, with prices ranging from £24 to £80.

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

"This collection has been created for women with a fresh and modern fashion attitude. Designed for the more casual moments in our customers' lives, it focuses on the use of premium, sustainable fabrics, and longevity and versatility. The range aims to attract more eco-conscious shoppers, without compromising on style and value – something we know our JD Williams customers will love and appreciate. The collection is also an example of how we are continuing to grow the mix of own designed product to build our handwriting and uniqueness."

Angela Gaskell, Group Sourcing, Sustainability, Quality and Fit Director at N Brown, said:

"We are really proud of our Anise collection - not only is it our first own brand eco-fashion range, but it truly embraces a number of processes which are kinder to the planet. We believe online fashion should be sustainable, and the development of our own range has allowed us to work directly with trusted suppliers and partners on better processes that ultimately support our wider sustainability strategy."

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Notes to Editors:

About N Brown Group:

N Brown is a top ten UK clothing and footwear digital retailer, with a home proposition. Our retail 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.

Better Cotton Initiative

N Brown is a proud member of Better Cotton. Better Cotton is sourced via a system of Mass Balance. We are committed to sourcing 50% of our cotton as 'More sustainable cotton' by 2022. 'More sustainable cotton' includes Better Cotton, recycled cotton and organic cotton.

LENZING™ ECOVERO™

Viscose is made from wood pulp in a chemically intensive process that requires a lot of water. LENZING™ ECOVERO™ Viscose fibres are a more sustainable alternative. The manufacturing of LENZING™ ECOVERO™ fibres generates up to 50% lower emissions and water impact compared to generic viscose, reuses water and chemicals, and the wood pulp comes from renewable sources

Jeanalogia technology

Our Anise denim laundry uses approximately 65% less water compared to a standard pair of jeans. One pair of jeans uses 100 litres of water in traditional laundry, our sustainable laundry uses 20-35 litres of water per pair of jeans, a saving of up to 65 – 80 litres per pair of jeans.