

22 August 2022

## **Simply Be launches its first clothing rental edit with Hirestreet**

Simply Be, a strategic brand within N Brown Group plc, the inclusive fashion and homeware digital retailer, today announces the launch of its first clothing rental edit in partnership with Hirestreet, the UK's leading accessible fashion rental platform.

The rental edit is made up of 23 womenswear pieces, including some of Simply Be's bestselling own-label occasionwear dresses from the current season and a bridal dress which currently retails at £220. The items all benefit from Simply Be's fit expertise and flattering detailing, with items featuring shirring and stretch lace material. The edit is available in an inclusive range of sizes, from 10 – 32.

The retail price of these clothes on Simply Be starts at £55 and extends to £220, so the edit will enable these popular items to be worn by more women as customers will now be able to rent clothes on Hirestreet from just £14 for four days.

The launch of its first rental edit is another important milestone in N Brown's wider sustainability strategy, SUSTAIN, through which the Group strives to make a meaningful impact by driving sustainability and reducing emissions. The launch of a rental edit will help to extend the lifespan of its products and encourage customers to embrace circularity.

Simply Be's first rental edit with Hirestreet is available to customers now.

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

*"We want to move away from the make-use-dispose culture of the fashion industry and embrace circularity, where products are made sustainably, used for a longer time, and then re-used or recycled. We know our customers also want to be more circular, which is why partnering with Hirestreet is a really exciting step forward for Simply Be. We will also be able to offer our clothing to new customers through Hirestreet, whilst showcasing our expertise in fit through the quality pieces on offer within the edit."*

### **Isabella West, CEO of Hirestreet said:**

*"Simply Be are experts in creating clothing that makes women feel amazing. Their focus on flattering design and the exceptional work they have done on fit makes them the perfect rental partner."*

**--ENDS--**



**For further information:**

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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.

**SUSTAIN**

SUSTAIN encompasses both Our People and Our Planet pillars to address our key impact areas. Our three overarching goals are:

1. Achieve net zero emissions by 2040
2. All own brand products responsibly sourced by 2030
3. Bringing positive benefits to our people and our communities

As well as a focus on circularity, the Group's target this year is to increase the mix of sustainable own brand designed products to 50%, up from 30% at the beginning of this year, which includes Better Cotton, recycled cotton and organic cotton.

**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.