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N Brown Group plc

N Brown appoints Helen Low as its new Director of Design

N Brown Group plc, the inclusive fashion and homeware digital retailer, is pleased to announce the appointment of Helen Low as the Group's new Director of Design. Helen, who is currently Head of Design at Joules, will join on 21 November 2022. The appointment is in line with existing succession plans for the Group's current Director of Design, Neil Hendy, who confirmed to the business his decision to leave earlier this year.

Helen has over 25 years' experience within the fashion industry and has held senior design positions at Next, Marks and Spencer, and George at Asda. She is currently the Head of Design at Joules and before this spent three years as Debenham's Design Director.

Reporting into Sarah Welsh, CEO of Retail, Helen will focus on continuing to build on the product handwriting evolution which has been delivered within the past two years under Neil's leadership. A key focus for the Group is to drive a more distinct customer proposition across N Brown's strategic brands, Simply Be, JD Williams and Jacamo, by creating a clearly defined product handwriting.

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

"Helen will bring a huge amount of passion and expertise to N Brown. She has a wealth of design, innovation and strategy experience from across the fashion industry and will instantly become a valued member of our team. 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 Neil for his hard work and dedication over the last two years. He has been instrumental in evolving our in-house product offer in a way that resonates with our customers."

Helen Low commented:

"I am excited to be joining a business with such a distinct and inclusive portfolio of well-loved brands. As N Brown looks to increase its own-designed product, I am looking forward to working with the team to enhance its product offer, with a focus on our customers' love for value and fit."

-ENDS-

Notes to Editors

For further information:

MHP Communications

Simon Hockridge / Charles Hirst

+44(0)203 128 8193

NBrown@mhpc.com

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.