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Jacamo expands its inclusive formalwear offering to meet growing customer demand

Jacamo, part of the top 10 UK clothing and footwear digital retailing platform, N Brown, is expanding its formalwear offering with the addition of new third-party brands and the second drop under its exclusive partnership with William Hunt, the luxury British menswear and tailor of Savile Row.

The new branded-launches align with Jacamo's strategy to continue to drive customer demand through its branded proposition, launching formalwear lines from BOSS, Ted Baker and Jack & Jones during March and April 2023.

Each third-party brand will seek to serve different demographics within Jacamo's valued customer base with Jack & Jones launching at an affordable entry price point, offering suit jackets at £90 and trousers at £50. BOSS and Ted Baker will be part of the premium branded offering, with 50 lines available across both brands. A Ted Baker two-piece suit will retail at £350 and a BOSS suit jacket at £269.

In addition to the new, extensive third-party branded offering, Jacamo will be launching its second collection in collaboration with Savile Row tailor, William Hunt, with an exclusive collection of signature suits. The collection will contain 13 new lines and will be available in Jacamo's inclusive range of sizing, with suit jackets in sizes from 38R to 60R, suit trousers in sizes 34R to 54R and waistcoats with an adjustable fit. Suit Jackets will begin at £175, trousers at £75 and waistcoats at £65.

Formalwear has continued to increase its importance within the Jacamo product mix, now accounting for 13% of its sales mix, with demand last year driven by Jacamo's own label proposition. The launch of these new brands and the second William Hunt collection will further support this significant growth area for Jacamo.

Martin Roberts, Head of Buying – Jacamo, commented:

"We're really excited by the launch of the new third-party brands BOSS, Ted Baker and Jack & Jones this spring which will give Jacamo its most credible formalwear offer in its history. The art of a great suit starts with the fit, and our fit expertise means we are also truly excited by the launch of our second collection with William Hunt. We have worked closely with the Savile Row tailors to launch a collection in an inclusive range of sizing, exclusive to Jacamo, with every man in mind."

-ENDS-

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. 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.