



**25 September 2023**

## **N Brown bolsters third party brand offering for AW23**

### ***Ted Baker, FatFace, Gym King, and TALA added to the range***

N Brown Group (the 'Group' or 'N Brown'), the inclusive fashion and homeware digital retailer, is delighted to announce the introduction of a series of new third-party brands across its three strategic brands this Autumn, further enhancing its already wide-ranging product offering for customers.

Launching at the beginning of September to Jacamo and JD Williams customers, FatFace, an iconic family British lifestyle brand, was the first to be introduced, building on the existing third-party offer available across both platforms, and introducing a new range of lifestyle fashion pieces to customers.

This Autumn, Jacamo will also be adding a range of smart casual pieces by luxury lifestyle brand Ted Baker, alongside existing names such as BOSS and Tommy Hilfiger. Available in sizes M – 6XL (Ted Baker sizing 3 – 10), Jacamo has worked in collaboration with Ted Baker to develop products in an extended range of sizes, ensuring the platform continues to provide its customers with access to the brands they love in an inclusive range of sizes. Gym King will be the third new brand to be added to Jacamo, joining the strong portfolio of sports brands already available across the site.

Finally, Simply Be has launched the lifestyle sports brand TALA to its customers. The brand offers quality activewear and off-duty style that are both sustainable and inclusive, aligning closely with the existing Simply Be offer. The first drop includes pieces from TALA's Dayflex and Skinluxe ranges and will be available in sizes S – 4XL.

Extending N Brown's third-party offer across its three strategic brands is a core facet of the Group's strategy to extend and enhance its proposition for customers. In tandem, N Brown continues to successfully evolve its unique own-label proposition, ensuring each brand presents customers with exclusive products that make them look and feel amazing. Complemented by the enhanced third-party brand proposition, N Brown offers a curated and increasingly diverse and balanced offer for customers.

#### **Sara Bradley, Group Buying Director at N Brown, commented:**

*"We're excited to introduce these fantastic new third-party brands across JD Williams, Simply Be and Jacamo this Autumn. Each brand has been carefully selected to further complement our own product offering and each brand brings something new and exciting for our customers, strengthening our appeal to new and existing customers."*

*"In line with our customer engagement strategy, we remain focused on continuously improving our third-party offer. We are already exploring plenty of brilliant opportunities for future seasons, and are excited to work with the new brands later this year and beyond as we continue to make our customers look and feel amazing, champion inclusivity and serve the underserved."*

**-ENDS-**

#### **For further information:**

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**About N Brown Group:**

N Brown is a top 10 UK clothing and footwear digital retailer, with a home proposition, headquartered in Manchester and employs over 1,700 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing, and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.