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N Brown Group launches bold new Jacamo x LADbible Group partnership

Partnership is part of the evolution of the Group's wider strategic brand marketing

N Brown Group Plc (the "Company" or the "Group"), a top 10 UK clothing and footwear digital retailer, is delighted to announce that its leading, inclusive menswear platform, Jacamo, has launched a bold new partnership with LADbible Group, the youth publisher that reaches a billion young people per month.

Jacamo's new, long-term content partnership, facilitated by their media agency the7stars, will see LADbible Group create engaging video content and wider campaigns focused on passions and skills, with every featured look completely shoppable at Jacamo online. LADbible Group will be launching a TikTok shop for Jacamo, introducing a fully immersive virtual augmented reality try-on filter feature and launching co-branded products making customers experience the Jacamo brand in a completely new way throughout the shopping experience.

Jacamo's decision to partner with LADbible Group reflects the brand's commitment to building meaningful relationships with existing and target customers, centred on passion and elevating its use of digital content.

In line with N Brown's refreshed marketing priorities, this approach seeks to connect with Jacamo customers on an emotional level, celebrating the uniqueness of every man and enabling them to showcase their individual styles. The campaign will feature 'everyday' men with a diverse range of interests and styles, reflecting the rich variety of styles available at Jacamo which make it easy for customers to build confidence in their wardrobe and create the looks that best represent them.

Across the Group, N Brown has rebalanced its media investment in favour of mid and upper funnel activity to drive brand awareness and performance. At JD Williams, the brand is taking a stand against the 'invisibility' of mid-life women, celebrating their relevance, roles and individuality. The latest campaign delivers a bold new creative approach championing diverse and relatable midlife women through the lens of JD Williams' fashion lines.

Finally, at Simply Be, the brand has landed a digital-first campaign backed by relevant influencers - its five 'fit muses'. The focus is entirely on fit and the emotional response has been brilliant. There's still more to come in 2023, with a major podcast series just around the corner – a first for the brand.

Sarah Welsh, CEO Retail at N Brown Group, commented:

"We are on a journey to ensure our inclusive core brands are truly loved by our customers. After years of serving the underserved, we know our consumers better than anyone else, meaning our product offer is more relevant than ever and its time we shouted about that."

"Our new partnership with LADbible Group not only raises awareness of the Jacamo brand among the platform's huge following, but reinforces our commitment to inclusivity, celebrates the uniqueness of men and challenges stereotypes."

"As we entered 2023, we focused on resetting our marketing approach to help connect on an emotional level with the people that already know and love our brands, and those that are yet to discover us."

"We are truly excited by the brilliant campaigns we are rolling out across each brand this year and are delighted by initial reactions to these."



Jack Cowin, Director of Client Solutions at LADbible Group added: *"We have a unique understanding of Jacamo's target audience. We know what they like to do, how they like to shop, and the choices that affect their spending. We get them, and how they live their lives, making us the perfect partner for Jacamo at this exciting time in the brand's journey."*

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About N Brown Group:

N Brown is a top 10 UK clothing & 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 1,700 people across the UK.

About LADbible Group

LADbible Group is one of the world's biggest publishers, with an audience approaching a billion. LADbible Group has ten core brands, with five websites reaching 69 million monthly users, over 306 million followers across all social channels and an international presence spanning all corners of the globe, with physical offices across APAC, US, the UK and Ireland. LADbible Group content receives over three billion views on social every month, with more Gen Z watching our content than any of our competitors.