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N Brown announces new partnership with Sainsbury's

Simply Be launches with Sainsbury's online and in-store, further democratising fashion

N Brown Group (the 'Group' or 'N Brown'), the inclusive fashion and homeware digital retailer, is excited to announce a partnership with Sainsbury's, one of the UK's leading supermarkets, for one of its strategic brands, Simply Be.

A selection of Simply Be clothing is now available online at Tu.co.uk – Sainsbury's online clothing platform - and will be available at select Sainsbury's stores from late September, giving customers the opportunity to see and feel the quality and uniqueness of Simply Be's products in person. Customers will be able to buy a selection of clothing, including t-shirts, blazers, dresses and jeans, in an inclusive range of sizes from 10 – 32, and priced between £18 - £60.

This collaboration reinforces N Brown's wider commitment towards championing inclusivity and accessibility, enhancing its customer-first approach. Through access to Nectar, N Brown will continue to utilise data and listen closely to customer feedback, allowing them to continue to put customers' needs and wishes front and centre of the Group's strategy.

The partnership's online-first approach is a key moment in advancing N Brown's digital strategy, and by extending Simply Be's physical reach, the collaboration will give millions more women the opportunity to experience the power of fashion that fits well and makes them feel amazing.

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

"We believe in democratising fashion and understand the power of providing inclusive fashion that truly fits. Sainsbury's was therefore a natural choice for Simply Be's next partner, as our shared ethos of inclusivity and accessibility will serve the needs of a broad customer base."

We know our customers are looking for inclusive and high-quality, well-fitting fashion. The introduction of our Simply Be brand across Tu Clothing and in-store at Sainsbury's will make it easier for women to access these items and give them the confidence they need to be the most authentic, empowered version of themselves."

Emma Benjafield Director of Product, Sainsbury's Clothing, commented:

"We're thrilled to be partnering with Simply Be, not just on Tu.co.uk, but also as one of the first brands to launch in our new Sainsbury's fashion destination hubs alongside our popular range of Tu clothing this September. Tu's mission is "helping you love what you wear", and inclusive fashion that makes you feel great is at the heart of our brand, so having Simply Be on board supports our ambitions to expand our size offering even further and bring more variety to new and existing customers however they choose to shop with us."

-ENDS-

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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.