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N Brown partners with Fashion-Enter Ltd to collect fit data

Inclusive clothing and footwear digital retailer, N Brown, is teaming up with social enterprise Fashion-Enter Ltd to collect customer body scanning data to further improve the fit of its products.

Across its portfolio of brands, which includes JD Williams, Simply Be and Jacamo, N Brown specialises in clothes that fit and flatter in a broad range of sizes. In 2019, the Group invested in 3D body scanning technology to support this aim and further improve the fit of its products. With 20 sensors recording over 150 body measurements, N Brown's scanner has enabled its team to analyse body shape and sizing, facilitating 3D product development.

To maintain an up-to-date, accurate representation of customers' body shapes, N Brown regularly invites members of the public to be scanned. On Tuesday 27th and Wednesday 28th June, the N Brown 3D scanner will be at the FC Designer Collective shop in Islington; a Fashion-Enter Ltd programme. As a supplier to N Brown for the past three years, Fashion-Enter Ltd has worked closely with the Group on manufacturing and repurposing of clothes. An example of this is work to shorten long sleeve shirts to short sleeve shirts by Fashion-Enter Ltd Wales.

The data collected over the two day event will be used to create master patterns and 3D avatars for product development, providing a more accurate reflection of customers' body shapes, facilitating further improvements and consistency of fit for N Brown customers.

Use of the technology also supports N Brown's sustainability goals by helping product teams to be more efficient, reduce the volume of physical samples, lower return rates and increase customer satisfaction.

The two day event will take place at FC Designer Collective, 113-115 Fonthill Road, London N4 on Tuesday 27th and Wednesday 28th June, 10am - 5pm. N Brown is particularly interested in collecting data from individuals that are a UK size 18 and up and is offering a free garment as a thank-you for participating.

Jenny Holloway, CEO, Fashion-Enter Ltd commented: *"Working with N Brown over the last three years has been excellent. They were able to support Made in the UK through the worst of the pandemic and now, during this time of economic hardship, they continue to do so by repurposing garments."*

"We are delighted to now be able to support N Brown in its mission to review customer sizing from our FC Designer Collective boutique at the iconic Fonthill Road in Islington. N Brown has also kindly provided garments for recycling classes that will take place over the two-day event. A great opportunity for our customers to create their own designs and receive free garments!"

Angela Gaskell, Group Sourcing, Sustainability, Quality and Fit Director at N Brown added:

"We're delighted to be strengthening our partnership with Fashion-Enter Ltd with this two day body scanning and upcycling event."

"We have a 'think circular and right first time approach' to product design. This relies on our customer body scanning data to create our 3D design avatars, so events like this are hugely important to improve product fit further."

-ENDS-



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About Fashion Enter Ltd

The FC Designer Collective offers retail opportunities for local designers and creatives, it also provides alteration services and upcycling workshops, and is a part of the social enterprise, Fashion-Enter Ltd.

Along with support and training Fashion-Enter Ltd strives to be a centre of excellence for sampling, grading and production for the Made in UK fashion sector.

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.