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JD Williams sponsors ITV's latest ground-breaking dating show hosted by Davina McCall

Reinforcing the brand's stance against the invisibility of mid-life

JD Williams, a leading brand within N Brown Group plc, the inclusive fashion and homeware digital retailer, is delighted to announce that it will be the headline sponsor of the ITV1 and ITVX's new, ground-breaking UK version of the dating show, *My Mum, Your Dad*.

A dating show with a difference, *My Mum, Your Dad* is a show that's focused on the celebration of midlife relationships but it is sure to appeal to the whole family. The programme will follow a group of single parents who have been nominated by their grown-up children to have another chance at finding love. Unbeknownst to the parents, their children will be watching their every move from a house nearby and are secretly influencing the twists and turns of their parents' journeys, in order to help them find true love.

With its innovative take on midlife singles finding love, the show is the perfect fit for JD Williams and reflects its stance against the invisibility of mid-life. It also aligns closely to JD Williams' deep commitment to inclusivity and its mission to deliver inspirational and accessible fashion and lifestyle products, designed specifically for women (aged 45+).

The show is a perfect opportunity for JD Williams to engage with its core audience (women 45+) and demonstrate how, through its deep understanding of their mid-life audience, they can feel at their best with fashion for her and her home.

The show, produced by Lifted Entertainment, part of ITV Studios, will air in Autumn 2023, and will be hosted by long-term JD Williams brand ambassador, Davina McCall, complimenting her existing connection with JD Williams.

Sam Walker, Group Brand and Creative Controller at N Brown Group, commented:

"With its focus on changing the way the world views fashion, JD Williams' mission is to inspire women aged 45+ to live their life to the full, on their own terms. That's why we are so excited to be partnering with ITV's latest dating show, My Mum, Your Dad. Everyone should be able to find love – why not at mid-life? JD Williams is all about making women feel amazing, and we are honoured to be a part of a ground-breaking dating show that's focused on helping midlife people fall in love."

-ENDS-

For further information:

MHP Communications

Eleni Menikou / Charles Hirst

+44 (0) 20 3128 8789

NBrown@mhpgroup.com

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 My Mum, Your Dad:

My Mum, Your Dad, was created in the US by father and daughter Haley and Greg Daniels, is a format distributed internationally by ITV Studios, which will also distribute the finished version of the UK show.