



JD·WILLIAMS anthology.

JD WILLIAMS LAUNCHES PREMIUM COLLECTION CELEBRATING MIDLIFE STYLE

JD Williams, a leading brand within N Brown Group plc, the inclusive fashion and homeware digital retailer, is delighted to launch a new range of premium wardrobe staples, *Anthology*, offering stylish, quality pieces to its confident midlife customer.

The collection features a selection of must-have staples for Autumn Winter 2023, available online from 7th September at [JD Williams](#) in sizes 8-18. The edit of refined, stylish essentials is designed to enable sophisticated and contemporary outfit building, with an elevated approach to dressing that offers versatility, with quality fabrics and finer details.

Tailoring takes centre stage, and the collection includes pieces ranging from a three-piece elegant suit in buttery neutrals to hot pink tailored flares, chic ivory, striped or classic woven shirts, and silique knitwear and outerwear. Ranging from £25 - £185, the designs inject classic shapes with modern personality through elegant cuts and pops of colour, and layers of texture.

JD Williams continues to champion its core audience, midlife women, enabling them to feel their best by offering carefully selected fashion for them and their homes. The brand continuously demonstrates its understanding of authentic and relatable experiences, with a breadth of products suitable for each women's every moment, curating collections across fashion and home, and more.

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

"At JD Williams, we are on a journey to empower women by offering our customers inclusive, high-quality, well-fitting fashion. This range of sophisticated contemporary outfits is our latest collection supporting this mission."

"Anthology from JD Williams offers high quality with affordability at the heart. It provides our customers with a range of pieces in quality fabrics that will stand the test of time, supporting sustainability through investment dressing."

"We know our customers are looking for inclusive, high-quality, well-fitting fashion. This new range supports women to focus on themselves, with a focus on style and quality, building on classic tailoring, injecting style and confidence into the wardrobe of women in their prime."

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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.

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