

# JD·WILLIAMS

PRESS RELEASE  
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## **JD Williams launches a new bold summer campaign that encourages midlife women to dress according to their joy and attitude – not their age**

The collection is available in sizes 8 to 32 and includes vibrant co-ords, day-to-night dresses, showstopping prints, and sculpting swimwear that accentuates every curve



DOWNLOAD IMAGES: <https://finnpartners.box.com/v/JDWilliamsSummer>

JD Williams, the UK midlife fashion brand known for its inclusive approach, launches its latest summer campaign that champions boldness, truthfulness, and supportiveness, encouraging women to defy conventional wisdom and dress according to their joy and attitude - not their age.

The campaign is supported by a new collection that invites women to embrace their individuality and style with confidence, celebrating self-expression and challenging ageism stereotypes that often plague middle-aged women. In a world where societal norms dictate what women should wear based on age, JD Williams disrupts the status quo with a rallying cry.

"We're not just selling clothes; we're selling a mindset," says Esmé Stone, Head of Brand Marketing at JD Williams. "It's about celebrating every iteration of midlife and giving a voice to our women."

The heart of the campaign lies in its designs, carefully curated to empower women and make them feel fabulous. From vibrant colours to textured co-ords, each piece exudes confidence and style. The range features throw-on dresses perfect for transitioning day to night, relaxed tailoring for a comfortably elevated look, show-stopping prints that command attention, and flattering silhouettes that accentuate every curve. Every design has been carefully designed to highlight the beauty and individuality of women at every stage of life.

"At JD Williams, we reject the notion that women should be conditioned by their age or conform to outdated fashion rules," adds Esmé Stone. "Our designs celebrate diversity and inclusivity, empowering women to express themselves authentically."

The campaign combines fun and empowerment to encourage mid-life women to embrace summer trends and create 'all eyes on you' moments. So, whether you're lounging by the pool or off exploring new places, JD Williams offers designs for every body to own their style, embrace their age, and channel their confidence in those sun-soaked moments.



[MAGISCULPT Twist Front Wired Bikini Top](#), £26  
[MAGISCULPT Twist Front High Waist Tummy Control Bikini Brief](#), £23



[Cheese cloth Shirt](#), £29  
[Blue Cheese cloth Shorts](#), £20  
[Non Wired Bikini Top](#), £16



High Waisted Bikini Brief, £12



[Mirage Bandeau Bikini Top](#), £21

[Classic Tie Detail Bikini Briefs](#), £17



[Sky Blue Textured Waistcoat](#), £30



[Scarf Print Shirt](#), £32

[Sky Blue Wide Leg Trousers](#), £37

[Spun Viscose Wide Blue Print Trousers](#), £27



[Colbalt Jersey Dress](#), £75

Visit [jdwilliams.co.uk](http://jdwilliams.co.uk) for more.

**-ENDS-**

JD Williams offers a wide range of clothing in sizes 8 – 32, accessories, homeware, electricals, beauty products, and more, available online at [www.jdwilliams.co.uk](http://www.jdwilliams.co.uk)

The brand continues to target the midlife woman; these women are defined as being in their prime, whose family may have grown up, and who now have time to shift the focus back on themselves again. The online retailer has the breadth of products to support the midlife woman's every moment. By curating collections across fashion, home, and more, they can show an understanding of authentic and relatable experiences.

Affiliate Marketing:

Sign up for JD William's Affiliate programme with AWIN [here](#). Once accepted into AWIN, you can search for JD William's affiliate program, or use the ID: **3032**. Earn up to 5% commission depending on customer category and affiliate type. If you have any questions about partnering with the brand, please send an email to [uk-jdwilliams@awin.com](mailto:uk-jdwilliams@awin.com).

For more information, please contact:

The JD Williams Press Office

Email: [jdwilliams@finnpartners.com](mailto:jdwilliams@finnpartners.com)