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N Brown Group plc
("N Brown" or "the Group")

N Brown launches new Product Information Management system

N Brown Group plc, the inclusive fashion and homeware digital retail platform, announces the launch of its new Product Information Management ('PIM') system – delivering a key transformational priority and further enhancing the customer experience.

The PIM system is designed to improve the customer experience by providing N Brown customers with better product descriptions across product display pages, including information on sizing and fit, and fabric. Greater consistency and accuracy in pre-purchase communications with customers across all channels will help to better inform their purchases. This in turn is expected to reduce return rates, leading to an improved customer experience overall.

The launch of the new PIM system is one of N Brown's key transformational priorities, and is part of the Group's wider strategic pillar to transform the customer experience. The PIM system follows the recent launches of new mobile-first websites for Simply Be and Jacamo, which is benefitting customers with faster site speeds and a more seamless digital customer experience.

The PIM system is now live on Simply Be, and will be rolled out to JD Williams and Jacamo later this year.

Steve Johnson, Group CEO at N Brown, commented:

"We're pleased to deliver another important milestone in the Group's digital transformation journey. 2024 will be about further improving the customer experience and positioning N Brown for future growth, benefitting from our new technology enhancements creating a flexible, responsive, and ergonomic platform."

Nuno Miller, COO at N Brown, added:

"N Brown's new technology and data systems have a strong focus on the customer journey - from landing on the website to product delivery. Having a single place to collect, manage and enrich product data, will not only provide a better experience for N Brown customers, but will also create a more efficient process for colleagues."

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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retail platform, 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 underserved. 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.