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N BROWN

JD·WILLIAMS

JD Williams launches new “Anthology” collection

- ***Latest collection presents new timeless styles with quality at the core***
- ***Customers investing in timeless layering seen through demand for blazers and jackets***

JD Williams, a leading platform within N Brown Group plc, the inclusive fashion and homeware digital retail platform, has launched its new premium capsule collection, Anthology, for spring/summer 2024.

The second Anthology range by JD Williams is in response to demand for the debut collection which launched in September last year. Demand for the initial range was driven by formal suiting pieces, with customers investing in timeless layering through the collection’s jackets and blazers which made up the top five selling pieces within the range.

The own-brand collection of premium wardrobe staples is designed to inspire women with timeless, elevated styles, featuring superior quality fabrics, trims, fit, and comfort. Emphasising value through long-lasting wear, each classic piece is destined to become a reliable go-to choice season after season, ensuring a smart investment for any wardrobe. Ranging from £16 - £195, each piece is available in sizes 8 to 32.

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 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.

The new Anthology collection is available now at jdwilliams.co.uk.

Sara Bradley, Group Buying Director at N Brown, commented:

“Our JD Williams customers appreciate the value of investing in high-quality clothing that stands the test of time, and our latest collection of beautiful staple pieces that can be mixed and matched, will allow our customers to create outfits that make them feel both good and confident.”

The response to our initial Anthology collection last autumn exceeded our expectations so we’re excited to have launched our second collection offering stylish, quality pieces for spring/summer that we know our confident midlife customers will want to wear time and time again.”

ENDS

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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 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.