

PRESS RELEASE

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Gok Wan partners with one of the UK's leading midlife fashion brands in his milestone 50th year

JDWilliams.co.uk announces a long-term partnership with fashion guru after 44% of people revealed they are interested in receiving tips and advice from the expert himself



As JD Williams continues to take a stand against the 'invisibility' of midlife women, Gok Wan has now become the inclusive fashion retailer's new brand ambassador. Helping midlife women embrace their style with confidence, the vision is for him to work alongside the in-house team to support seasonal campaigns, and style shoots, offer top tips for customers, as well as take part in interviews, brand advertising and much more.

In a recent customer survey by JD Williams, 44% said they want to hear fashion tips and advice from Gok because he is entertaining (55%), they are familiar with his personal life (25%), can relate to him (16%), and are generally interested in reading and watching content about the TV icon (33%). Not only that, but the women surveyed also see the expert as trendy (48%), stylish (45%), unique (44%), and inspirational (33%).

Gok Wan comments: "I love what JD Williams stands for – proudly championing midlife women – and I'm beyond excited about becoming their new brand ambassador. For too long, midlife women have been ignored and I can't wait to help JD Williams customers find their midlife style. I'm keen to get stuck in and help these women with the fashion advice they're looking for, especially ahead of the Christmas party season. There is a lot of information out there so it is important that I provide honest, personalised and authentic advice, which I know I can offer. Just watch this space!"

Gok is well-known for fashion makeovers on shows such as How To Look Good Naked and so, JD Williams and Gok are launching a money can't buy competition as part of this partnership. JD Williams is offering three customers the chance to win a makeover with Gok, alongside £1,000 worth of fashion products all in time for Christmas. In addition, they will win a night in a luxurious London hotel and a swanky meal to enjoy.

To enter, sign up for [JDW Rewards](#), follow [@jdwilliamsuk](#) on Instagram, and then send in a recent picture with a short description on why you feel you deserve the makeover to Gok.Wan@JDWilliams.co.uk to be in with a chance to win.

Sarah Welsh, CEO of Retail at JD Williams comments: *"We're thrilled to be welcoming Gok Wan to the JD Williams family as our new brand ambassador. JD Williams is all about making midlife women feel amazing, and Gok Wan does just that through his warm energy, confidence and style advice to the often-overlooked midlife woman. Gok Wan truly is the perfect fit for this partnership - our research showed that our target audience absolutely love him, and he shares our passion for looking after our customers through in-house designed fashion and product for her and her home."*

-ENDS-

NOTES TO EDITORS:

*JD Williams surveyed 449 female consumers, including 198 JD Williams customers aged 45+ and 251 aged 45-65. Consumers were recruited from both the Trend Talks community and via its trusted panel partner. The online survey ran between 10th – 17th November 2023.

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

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 10% 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.

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