



N Brown Group plc

("N Brown" or "the Group")

N Brown Group appoints new creative agency for its three strategic brands

9:00 AM, LONDON: Inclusive fashion retail platform N Brown Group today announces the appointment of Motel as the creative agency for its three strategic brands, Jacamo, JD Williams and Simply Be.

As part of the Group's increased investment into raising the visibility of its differentiated brand portfolio, it undertook a creative review and a competitive tender process handled by AAR. In its response Motel demonstrated a clear passion for N Brown's strategic brands and its ability to produce memorable and impactful campaigns. In partnership with N Brown's in-house teams, Motel will help to bring to life the unique propositions of the Group's brands and drive the next phase of growth across all three brands.

JD Williams continues to take a stand against the 'invisibility' of midlife women with the help of its new brand ambassador, Gok Wan. JD Williams will also once again be the headline sponsor of ITV's flagship midlife dating show My Mum, Your Dad which airs later this month.

Simply Be has unveiled a fresh new strategic direction with significant investment behind a new AW24 campaign as it strives to become the UK's #1 inclusive fashion brand for women. The new campaign will emphasise Simply Be's new elevated fashion offering with relevant trends for women, no matter their shape or size.

Jacamo is continuing with its 'Men's Style. Sorted.' campaign, aiming to take on the new season with confidence and build fashion relevance among all men. The brand is also continuing its hugely successful partnership with LADbible throughout September and October, connecting with its customer through seasonally relevant 'style missions'.

The appointment of the new creative agency is part of N Brown's continued innovation of its marketing activity – which includes better use of first party data and investment in its loyalty programmes – and forms part of N Brown's overall transformation. The Group recently announced the completion of the roll out of new mobile-first websites for its strategic brands and continues to elevate its product handwriting, delivering an enhanced customer experience to ensure its customers look and feel amazing.

Sam Walker, Group Marketing and Creative Director at N Brown said:

"As we continue to innovate and focus on bringing to life the areas that make our brands unique, we have developed strong creative platforms for Jacamo, JD Williams and Simply Be which we're incredibly proud of. This wouldn't have been possible without the team at House 337 and we'd like to thank them for the amazing work produced across all three brands to bring to life our unique propositions.

“We received an incredibly strong set of responses and it was a hard-fought pitch process that eventually led us to choosing Motel as our partner.

“We’re delighted to be moving forward with Motel as we work to create inspiring new campaigns for our customers. As we enter this next phase, we’re confident that our partnership will allow us to connect further with our customers, serve the under-served and continue to democratise fashion.”

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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 1,600 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.