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## **JD Williams announced as headline sponsor for My Mum, Your Dad season two**

JD Williams, a leading retail brand within N Brown Group plc, the inclusive fashion and homeware digital retail platform, today confirms its return as headline sponsor of ITV1 and IT VX's critically acclaimed relationship show, *My Mum, Your Dad*, in a partnership built around a shared passion for celebrating every iteration of midlife.

Dubbed "heartwarming", "hilarious" and with "cross-generational appeal" by critics, the debut series, which aired last Autumn, was ITV's biggest new peak-time entertainment format, attracting an average audience of more than 2m on all devices\*. Fronted by Davina McCall, the first series regularly trended as the number one streamed programme on IT VX. JD Williams saw a +36% increase in the awareness of the brand in Q3 2023 (vs Q3 2022), and with its innovative take on midlife singles finding love, *My Mum, Your Dad* once again provides the perfect opportunity for JD Williams to engage with its core audience.

JD Williams' new brand ambassador, Gok Wan, will represent the brand during *My Mum, Your Dad* in a series of playful idents as his warm energy helps midlife women embrace their style with confidence. The show, produced by Lifted Entertainment, part of ITV Studios, will air in September 2024.

The latest Fashion for All campaign research from JD Williams' parent N Brown Group found that fewer than one in eight (13%) people in midlife and older say clothing retailers promote messaging that is affirming for people like them, emphasising the importance of midlife-inclusive brands.

### **Sam Walker, Group Marketing and Creative Director at N Brown, commented:**

*"We're all about making our midlife customer feel amazing and I'm thrilled that JD Williams will return as headline sponsor for My Mum, Your Dad – a show focused on the celebration of midlife relationships. We saw incredible results following the first season last Autumn and this is the perfect opportunity for us to engage with our core audience once again. Not only that, our core audience love Gok Wan, and this will be the perfect way for us to introduce him as the latest member of the JD Williams team."*

\*Based on 7-day consolidated viewing figures

**-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 1,600 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.