

05 September 2024

Simply Be unveils new strategic approach with bold new campaign “Find That Feeling”

Simply Be, a leading brand within N Brown Group plc, the inclusive fashion and homeware digital retail platform, is unveiling a fresh new strategic direction with significant investment behind a new AW24 campaign.

The “Find that Feeling” campaign forms part of Simply Be’s strategic re-positioning as it strives to become the UK’s #1 inclusive fashion brand for women. Emphasising Simply Be’s new elevated fashion offering, the campaign creates an emotional connection through the power of fit to help women feel their best in every moment.

Simply Be has continued to enhance its own-designed product with relevant trends for women, no matter their shape or size. Carefully crafting a deliberate, aspirational handwriting, whilst offering more choice within key categories and enhanced product quality. The new AW24 collection features the season’s must-have pieces; from romantic dresses and blouse silhouettes with soft ruffles, ties and bows, to denim and tailoring with embellishment and shimmer.

As it continues its strategic transformation, N Brown is increasing its investment in marketing with a view towards raising brand awareness and consideration and increasing acquisition through earned channels. Simply Be’s highly anticipated, fully integrated Autumn Winter campaign, “Find That Feeling”, is part of this increased investment. The campaign will mark a bold new fashion-led identity for the brand, while staying true to its core values of inclusivity and authenticity.

‘Find That Feeling’ will run from 3rd September until the end of October across social, video on demand, out of home and an integrated partnership with Mail Metro Media.

Heidi Kenyon-Smith, General Manager - Simply Be at N Brown Group, said:

“Making customers look and feel amazing has always been Simply Be’s superpower: it’s what we do better than anyone else. But this year, we’re amplifying our efforts to be the UK’s #1 inclusive fashion brand for women.

“We’ve put our customer at the centre of every decision; we’ve crafted aspirational, relevant products that are beautifully designed and give her more style choice in key categories she loves.

“Our customer doesn’t want to compromise on fashion for fit – she expects both – and we’re determined to empower her with trend-led pieces that provide a unique offering: the feeling that every body is welcome.”

-ENDS-



For further information, please contact:

Hawthorn Advisors
Henry Lerwill

nbrown@hawthornadvisors.com
+44 (0) 7894 608 607

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.