

PRESS RELEASE  
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## JD Williams and Gok Wan Launch 'We See You' Campaign with Empowering SS25 Collection After Survey Reveals 60% of Women Feel Invisible in Midlife

Midlife isn't about slowing down or feeling apologetic for wanting to be seen – it's about embracing a new chapter full of confidence, adventure, and self-assurance



Fashion brand JD Williams is today announcing the launch of its latest campaign, **We See You**. Developed using insight from hours of customer research, the campaign is a new, more confident expression of the brand's midlife specialism. The campaign aims to shatter outdated stereotypes and

celebrates the rebellious spirit, energy, and effortless style of midlife women, empowered, stylish, and unapologetically themselves.

The new collection has been designed to redefine the midlife dress code, featuring vibrant swimwear, effortlessly chic tailoring, and stylish yet comfortable dresses. The range, which offers options for every occasion, will drop throughout April, May and June on [jdwilliams.co.uk](https://jdwilliams.co.uk) in sizes 8-32 and starting from £18 in price.

This campaign launches alongside a nationwide survey\* conducted by the brand, revealing that 60% of women aged 40 to 60 have felt invisible at some point since entering midlife – especially while shopping for clothes or in social situations with younger generations. For Spring and Summer 2025, the brand continues to put midlife women centre stage, showcasing them living their best lives, embracing their freedom, and radiating confidence. After years of fulfilling responsibilities, it's now their time to shine.

Esme Stone, Head of Brand at JD Williams comments: *"For too long, midlife women have been overlooked by fashion brands and misrepresented by society. It's time to flip the script. Midlife isn't about slowing down or feeling apologetic for wanting to feel seen – it's about embracing a new chapter full of confidence, adventure, and self-assurance. Our 'We See You' campaign is about celebrating and empowering women who are rewriting the rules and embracing this vibrant life stage with unapologetic style and strength. Every piece has been curated to empower women to dress with confidence, embrace bold colours, and make a statement wherever they go."*

Gok Wan, JD Williams brand ambassador comments: *"Midlife is a time of rediscovery, and it's about embracing who you are with confidence. I believe that every woman, regardless of age, deserves to feel fabulous in her own skin. It's not about looking younger – it's about celebrating your journey and owning your power with style and grace. JD Williams' new collection reflects just that by showcasing midlife women in their element and enjoying moments that matter."*

## ENDS

### NOTES TO EDITORS:

\*JD Williams survey conducted among 2,000 women aged 40-60 was run through **Savanta**, a member of the [British Polling Council](https://www.britishpollingcouncil.com) in August 2024

JD Williams offers a wide range of branded and own-brand clothing in sizes 8 – 32, accessories, homeware, electricals, beauty products, and more, available online at [www.jdwilliams.co.uk](https://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.

### For further information, please contact:

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### About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retailer, with a home proposition, headquartered in Manchester and employs over 1,400 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 underserved. Our customer-first shopping experience, supported by our innovative financial services

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proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.