



N Brown Group plc
("N Brown" or "the Group")

Lack of clothing confidence leading Brits to turn down wedding invitations

- One in four (25%) Brits say their clothes have a negative impact on them, leading to one in six (15%) of those skipping a wedding, and one in 10 (11%) avoiding going into the office
- Just one in three adults (37%) say they are confident their clothing choices are fashionable

12:01 AM, LONDON – Wedding season is in full swing, with the August bank holiday once again predicted to be one of the year's busiest weekends for tying the knot¹.

Although thousands of Brits will be heading to wedding venues up and down the country this weekend, new research from inclusive fashion retail platform N Brown has found that many are choosing to turn down wedding invitations because they don't feel confident in their clothing options.

Of the one in four (25%) people in the UK who say their clothes have a negative impact on them, one in five (20%) have avoided a birthday party or special occasion and one in six (15%) have skipped a wedding as a result.

The research was run as part of N Brown's Fashion for All campaign, which is highlighting the need for greater inclusivity in fashion to ensure everyone feels amazing in their clothes. Currently, just one in three (37%) Brits say that they are confident that their clothing choices are fashionable, which has a significant knock-on impact on their ability to enjoy themselves in social settings.

As well as missing out on social events like weddings, there are many other activities people feel unable to take part in due to their negative feelings about the clothes available to them. Being photographed (37%), trying new fashion trends (26%) and engaging in physical activity (21%) topped the list, with one in ten (11%) even admitting to avoiding the office because of how their clothes make them feel.

Sarah Walsh, CEO of Retail at N Brown, said: *"Weddings and special occasions should be something to look forward to during the summer months, but for many they can inspire more dread than joy.*

"Our Fashion for All campaign has highlighted the real-world impact experienced by people who don't feel confident in their clothes, which is something that should concern all of us in the fashion industry.

"At N Brown we believe in democratising fashion, and pride ourselves on ensuring that every one of our customers is able to access our clothes and feel incredible in them. We believe that no one should be denied access to confidence-boosting fashion because of their size, age or economic status. Designing with inclusivity in mind is a huge part of how we provide the best possible products for our customers, and we're calling on the fashion industry to do more to design clothes that work for everyone, not just the lucky few."

¹ [Research from Hampers.com, April 2024](#)

Older people were the least likely of all age groups to say that their clothing positively impacted their confidence and self-esteem², and considerably less likely than other age groups to say their clothes have a positive impact on their mental health³.

Even the act of shopping for clothes can be a negative experience. More than two-fifths (43%) of UK men and more than half (52%) of UK women saying they find buying clothes in-store to be stressful, and fewer than two in five (38%) people say shopping for clothes makes them feel good about themselves.

A third (31%) of people say that they would feel more comfortable shopping for clothes if they had been specifically designed for different body shapes, a quarter (24%) said more information about sizing and fit would help, and one in five (19%) said they would benefit from in-store and online tools to help customers of all sizes.

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About the research

The research was conducted by Opinium between 19th – 23rd April 2024, among a representative sample of 2,000 UK adults.

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.

² 42% of respondents aged 55+ said their clothing had a positive impact on their confidence and self esteem, compared with 55% of 18-30 year olds and 50% of 35-54 year olds

³ 29% of respondents aged 55+ said their clothing had a positive impact on their mental health, compared with 47% of 18-30 year olds and 43% of 35-54 year olds