



N Brown Group
(“N Brown” or “the Group”)

N Brown honoured by Greater Manchester charity after donating more than 5,000 items of clothing

- N Brown is now the largest wardrobe partner in the history of Smart Works Greater Manchester
- Since 2020, N Brown has supplied over 5,000 items from JD Williams and Simply Be, including clothes, shoes and handbags, to help women feel confident in job interviews
- Smart Works Greater Manchester provides coaching and guidance to people from all backgrounds to help them succeed in finding work, removing barriers to social mobility

MANCHESTER – N Brown, the inclusive fashion retail platform, has been recognised by local charity Smart Works Greater Manchester after donating more than 5,000 items over five years, including clothing, shoes and handbags.

Last night (Thursday 12 June), Smart Works Greater Manchester honoured N Brown as their largest wardrobe partner in the charity’s history at their 10-year anniversary celebration recognising the impact that the business has had on the charity’s ability to support local women into the workplace.

With the latest figures showing UK unemployment has risen to its highest level in four years, it’s vital that support is being provided to help people succeed at finding work. Smart Works Greater Manchester offers one-to-one interview coaching and a bespoke dressing service to help women feel confident and prepared for job interviews.

More than 5,000 JD Williams and Simply Be items donated by N Brown have been used to build confidence-boosting job interview outfits for women in the Greater Manchester area, and form part of capsule wardrobes that are provided to those that successfully secure a job.

On average, women accessing Smart Works support will have applied for 38 jobs without securing a position, up from 28 jobs in 2022. Following their consultation, 67% of Smart Works clients go on to secure a job within a month.

Peangploy, a Manchester resident who has been supported by Smart Works Greater Manchester said: *“I moved to the UK hoping to find a job that would make me feel as proud of myself as I did back in Thailand. I sent out over 50 CV’s, but I never got invited for an interview.*

“I was nervous before my appointment with Smart Works Greater Manchester since I hadn’t had a serious conversation about work in a long time. But after meeting with the team three times, I felt comfortable and relaxed.

“After the appointment, I understood why I hadn’t been getting interviews before. The job market in the UK is very different from Thailand. Once I made the adjustments to my CV and interview technique, I was invited to an interview for an NHS role over the phone and then an in-person interview, before being informed I had got the job!”

Sara Bradley, Director of Product, N Brown Group said: *“At N Brown we share Smart Works Greater Manchester’s belief that when you feel good in your clothes, you can take on any challenge. All of our JD Williams and Simply Be clothing is designed to help women look and feel amazing, and we’re*

incredibly proud that our products have played a part in helping so many women in our local community succeed in finding jobs over the last five years.

“It’s an honour to be recognised as the largest wardrobe partner in the charity’s history, and we look forward to continuing our partnership with this wonderful organisation for many years to come.”

Jan Iceton, Chair of the Board of Trustees - Smart Works Greater Manchester said: *“We see the transformative impact of clothes every single day. Coaching can offer support for job interviews, but clothing provides confidence – enabling our clients to look in the mirror and see a person who is ready to succeed in a difficult job market.*

“By donating over 5,000 items in five years, N Brown has given the gift of confidence to thousands of women in our local community, helping them to get back into work or even take their first steps on the career ladder. We couldn’t be more grateful for the support that N Brown has provided us, and we’re excited to be able to show our appreciation by recognising them as the largest wardrobe partner in our ten-year history.”

- 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 around 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 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.