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Women's footwear sales soar by over 64% at Joe Browns

Multichannel retailer Joe Browns has reported a staggering 64% rise in demand for its 'unique and inspiring' spring summer 2019 women's footwear collection, compared to the previous summer season.

The brand attributes the success, which has increased participation by 6% in SS19, to its best performing category: occasion wear styles, combined with more transitional pieces as well as a more vibrant palette.

Louise Harrison, buyer for footwear and accessories, said: "We're really excited by the fantastic response we've had for our styles this season.

"Occasion wear shoes have been by far the biggest driver with unit sales growing by a massive 115% compared to last summer and with many styles selling out just weeks after launch! We developed beautiful matching handbags and accessories to pair with our more glamorous statement footwear which has gone down a storm.

"We've also been much bolder with our colour pallet and developed showstopping designs incorporating the vintage louis heel styles we know our customers adore."

Demand for Joe Browns ankle boots for SS19 almost doubled compared to SS18, growing by 94%.

Ms Harrison added: “We increased the amount of transitional styles in keeping with the temperamental British weather which has really paid off. Our audience know they can come to us for beautiful shoes and boots whatever the occasion, and they’re guaranteed unique and inspiring styles that don’t compromise on comfort.”

Men’s footwear sales have also experienced strong growth with the brand selling 63% more pairs than the previous summer season.

Simon Brown, founder and managing director of Joe Browns, said: “We’re really happy with the popularity of our collections are continually gaining momentum at such an exciting time for us, ahead of our next exploration into retail.”

Joe Browns is opening its second store at the McArthurGlen Designer Outlet in York next month as well as launching a new e-commerce platform with Magento in the coming weeks.

He added: “Our brand is all about making people feel remarkable and that doesn’t stop at clothing and footwear. We have a genuine passion to get the very best out of life and will continue to be driven by what inspires us: fun, excitement and freedom.”

Louise Harrison has been shortlisted for the Footwear Buyer of the Year Award at the 2019 Drapers Footwear Awards which will be held on Wednesday, June 26.

Joe Browns are currently looking for a wholesale agent to help distribute their footwear ranges nationally.

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Note to editors:

Company Registration Number: 2540247 VAT Registration Number: 708 4067 38

Directors: S.F.Brown D.T.Abbott,

Address: Kandy Works, Brown Lane East, Holbeck, Leeds, LS11 0BT.

Tel: 0113 270 6655 e-mail joe@joebrowns.co.uk

You can also follow Joe Browns at:

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