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Joe Browns swing open the doors to their second store

Leeds-based mail-order and online clothing retailer Joe Browns has further expanded its bricks and mortar footprint, cherry-picking the McArthurGlen Designer Outlet York to host its first outlet store.



The York project was led by creative agency Dalziel & Pow. David Dalziel, Creative Director, commented: “Joe Browns have just launched their ‘difficult second album’. Opening a second store after the success of their physical retail launch in Meadowhall in 2017.

“The new store in York is, if anything, more ambitious, more rich in detail, more confident and every bit as impactful. A simpler box, but full of character. It’s not often our clients are brave enough to make such a distinctive statement. “

Much like the flagship store in Meadowhall, Sheffield, the décor in the York outlet is one to be marvelled, really bringing to life the colourful, three-dimensional brand.

Simon Brown, founder and Managing Director, said: “It’s wonderful seeing the sheer fun and essence of Joe Browns brought to life in bricks and mortar. The launch has been a resounding success. We have a very loyal customer base in York and the surrounding areas, so it’s wonderful to be able to give our customers the physical space they’ve been longing for.”

Mr Brown added: “This store is the next phase for us in exploring retail and means more people will be able to access our remarkable garments at even better prices.”



Nicki Giordano, the newly appointed Store Manager for Joe Browns, said: “It’s such an exciting time to be involved with Joe Browns as they continue their growth. The shop is a refreshing addition to the McArthurGlen Designer Outlet York and I’m thrilled to be able to bring something original to the visitors. During the first week of sales we have enjoyed greeting existing customers and welcoming people new to the brand. The feedback has been wonderful, people love it! Joe Browns is such a feel-good brand. It’s lovely knowing your working day is going to involve helping people from all walks of life feel confident, liberated and totally individual with our remarkable collection.”

Mike Thomas, Centre Manager at McArthurGlen Designer Outlet York said: “We are delighted to welcome clothing brand Joe Browns to McArthurGlen’s portfolio of brands. The launch has been a huge success and as a result we expect the store to be a firm favourite amongst our guests.”



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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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