



**JOE BROWNS OPENS IN BOWNESS-ON-WINDERMERE**  
**First new store for the homes and fashion retailer in four years**



DISTINCTIVE home and fashion retailer Joe Browns has chosen the stunning lakeside setting of Bowness-on-Windermere for its latest store – putting the affluent lakes area firmly on the fashion map.

Located in a landmark 2,500 square foot building in the town's renowned Queen's Square, Joe Browns Bowness will showcase the very best the unique retailer has to offer across womenswear, menswear and home.

Opening on 10 June 2023, the store features a bright eclectic and contemporary shop fit designed to showcase the fashionable collections in a standout style, complete with a dazzling centrepiece chandelier.



The new store will feature the very best hand-picked contemporary edits, packed with personality and remarkable finishing touches.

The opening is the first franchise store for Joe Browns who has partnered with successful retail entrepreneur Adrian North.

Peter Alecock, CEO, Joe Browns said: “We are excited to be opening our first new store in four years with an amazing franchise partner. Bowness-on-Windermere is a fantastic location for the store.

“The lakes are one of the UK’s most remarkable areas, so where better to open one of the UK’s most remarkable stores? It’s a fantastic location to showcase our exciting, colourful and engaging clothing and homewares. Bowness will stock the very best we have to offer and the first of our franchise partnerships, so we can’t wait to welcome in all our new shoppers.”

Adrian North (Joe Browns Bowness Franchise Owner – will check on what title we should give) added: “In a time of homogenous high streets we are delighted to be working with a truly adventurous brand that has the vision and courage to step outside convention.

“Using our 33 years retail experience and working closely with Joe Browns wonderful team we have created our most ambitious store ever, full of colourful surprises in keeping with a brand that brings excitement back into fashion and shopping.”

Despite the ongoing cost of living crisis, Joe Browns is one of the top UK retailers recording significant growth. The company recently celebrated its strongest year to with both sales leaping by almost 21 per cent and profits up by 7.8 per cent.

It recently announced further expansion plans (March 23), and is currently searching for sites for ten new stores across the UK.

The retail success story’s most coveted lines include womenswear offering Boho styles, crochet, signature prints and florals alongside the upmarket ‘Boutique’ womenswear brand offering rich fabrics, textiles and finishes.

Sloe Joes is the label for comfort and multi-task wearability with statement tees, fleeces and leggings that are perfect for lunging or lounging, while the new

Menswear range has introduced polo shirts and standard and tailored fit across shirts.

And the as one of the best-kept secrets amongst interior designers, the homeware range presents colourful standout 'outdoor as in-door' pieces including the Instagram hit wrought iron Peacock chair.

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