



JOE BROWNS LAUNCHES CAPSULE COLLECTION TO CELEBRATE 25 YEARS



Joe Browns, the Leeds-based, home and fashion retailer, today (1 November 2023) announced a capsule collection to mark its 25th Anniversary.

Named [‘Fireworks & Fizz’](#) the range, which spans 16 pieces across womenswear, menswear and accessories, is designed specifically with a celebration in mind and an invitation to party with Joe Browns.

The collection is exactly what the retailer is all about – having fun and being carefree.

Every piece, has been specially created by the Joe Browns in-house design team and features unique design details, inspired by bursting fireworks set against and wintry starry night.

As you would expect of a 25th celebration, the designers have chosen a pallet of sparkling silvers that pop against a black backdrop like a starry midnight sky, alongside the retailer's signature prints and embroidery featuring throughout.

Standout pieces include the Starry Night Boho Dress – an eye-catching, chic boho party dress complete with a beautiful starry foil print, added frills and a neck tie which lean into the free-spirited style of the brand.

A stunning maxi coat with all the details you expect to see from [Joe Browns](#), designed for those who aren't afraid to go bold! With a statement jacquard design, fabulous faux fur trim and crafted using a luxurious heavy brocade, the capsule coat radiates luxury yet has an affordable high-street price point.

Starlight Velvet Trousers, embroidered velour flares that are perfect for the festive season – a high-waisted design (with a feast-forgiving elasticated waistband) and silver brocade detail provide an easy wearing fit that doesn't compromise on style.

To complete that head-to-toe look there's also 'Paparazzi' metallic shoes with the retailer boasting that these stunning knot-front heels will bring that little bit of glitz and glamour to any occasion.

Not wanting to leave the chaps out, and following the fireworks and fizz theme, there's a classic black shirt with a twist - a pop of red detailing on the collar and cuffs provides a complimentary contrast to silver star embroidery.

Commenting, Jane Reik, Buying Director, Joe Browns said:

"25 years is an amazing achievement and our unique approach to product design has been central to that longevity and success.

"So, as the nights get darker, we wanted to create a stand-out collection taking the inspiration from a starry midnight sky bursting with fireworks – a universal sign of a celebration. It means a classic colour pallet across the range with silver and black that's guaranteed to put that little bit of sparkle into the winter months.

"We hope customers love the collection as much as we do and want to take the opportunity to thank them for shopping with us over the last 25 years."

It's been a busy 25th anniversary year for Joe Browns who in the last ten months alone completed a warehouse extension, opened a new franchise operated store in Bowness in June 2023, announced an ambition to open ten new stores by Dec 2024 as well as going on TV with an Autumn/Winter & Christmas ad campaign for the very first time.

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