



JOE BROWNS WELCOMES CUSTOMERS TO NEW STORE
DOUBLE CELEBRATION AS RETAILER'S MEADOWHALL STORE CROSSES THE £10M SALES
MILESTONE



Joe Browns, the Leeds-based fashion and homes retailer, has officially opened the doors to its first store in the city (2 December 2023). A large queue had formed at the city's White Rose Shopping Centre as founder, Simon Brown, formally cut the ribbon.

Before cutting the ribbon, Simon touched upon what a poignant moment the opening was; "It's really quite a remarkable milestone, to be opening a store in the city where it all started, in our 25th year of business. I want to thank all members of the team, from our store staff here with us now, to everyone back at our head office, from the merchandising department to the warehouse, it's been a real team effort by the whole Joe Browns family and I'm extremely proud."

The first customers were welcomed with a glass of bubbly and a gift bag as they walked around the 3,000 sq. ft Leeds White Rose store showcasing 400 lines across womenswear, menswear, and home. The new store, previously occupied by Paperchase, has created 14 new jobs.

Simon was joined at the store by Jo Carter, an NHS worker from Leeds. The brand had issued a call for 'No Ordinary Joe's/Jo's' to attend the store opening. The call was for a remarkable person who always goes that extra mile to help others. Jo was nominated by her sister-in-law, Carolyn Gardner, and received a Joe Browns gift voucher as a thank you.

The Leeds store marks an exciting next chapter for Joe Browns. Celebrating its 25th anniversary, it announced earlier this year expansion plans and is currently searching for sites for another nine new stores across the UK. The retailer also celebrated another milestone with its Meadowhall store (Sheffield), which opened in 2017 crossing the £10m sales mark for the very first time, which translates to nearly 300,000 units.

Leeds has become the fourth Joe Browns store. The other three can be found in York, Sheffield, and Bowness on Windermere.

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