



## **MICHAEL TRULUCK JOINS JOE BROWNS AS CHAIRMAN**



Joe Browns, the Leeds-based fashion and home retailer, announced today (13 November 2023) that Michael Truluck had joined as Chairman with immediate effect.

The move will be Michael's first chair position after recently leaving his role as CEO of La Redoute International, to spend more time with his family in Yorkshire and to build a non-exec portfolio.

Michael joins a growing and evolving Joe Browns who just this year, its 25<sup>th</sup> anniversary, announced an ambition to find ten new stores by 2024 and opened a hugely successful new franchisee operated store in Bowness on Windermere in the summer.

Not a business to sit on its laurels, it also completed a £2m warehouse upgrade to support growth ambitions and increase pick face capacity and went on TV for the first time with autumn/winter and Christmas TV advertising.

Commenting Michael Truluck, Chairman, Joe Browns said: "I join at probably the most exciting time in the brands 25-year history. With a unique and confident approach to remarkable product across womenswear, menswear and home it means Joe Browns really stands out in the market - something that has been evident by the growth delivered by Simon, Peter and the team."

"With an great leadership team in place I look forward to supporting them by ensuring that Joe Browns is seen and loved by more customers than ever before, through stores, an even stronger on-line experience and third-party partnerships – and from what I have seen already it's all to play for from a really firm foundation."

Simon Brown, Founder of Joe Browns, added:

"I couldn't be happier to welcome Michael into the Joe Browns family. We met years ago during a business meeting and I wrote in my notebook at the time 'This guy is smart. Keep in-touch.' ... I didn't. Later down the line our paths crossed again, and I made a similar scribble.

"When I learned Michael was looking for a non-exec role I was keen to meet with him and discuss the vision for Joe Browns future, and establish if he shared a similar excitement for our opportunities. It's safe to say he could see the wealth of potential in our unique offering and I'm excited to have him along for the journey."

ENDS