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Joe Browns celebrates a regal rise in profits in the run up to Christmas

Multichannel retailer Joe Browns is bucking the depressing downward trend for retailers this season reporting a staggering 24% growth in sales for the AW18 season compared to last year.

Women's coats and jacket sales rose by over 32% from August 10, 2018, to December 10, 2018, compared to the same period the previous year.

Menswear sales in total rose by over 28% and women's footwear sales grew by almost 34%, with long boots among the top performing styles.

Accessory sales across both men's and womenswear climbed by over 40% and women's swimwear and loungewear sales have soared by over 232%.

Despite the Christmas discount frenzy, with retailers set to slash prices by an all-time high of 48% in the days ahead of Christmas, the company has stayed true to its commitment of not discounting its current season products outside of its two end of season sales.

Simon Brown, founder and managing director of Joe Browns, said: "We have confidence in our strategy offering our customers something different and remarkable at great value for money."

In the face of enormous Black Friday discounts, Joe Browns offered its customers a conservative 10% off its outlet range, which saw sales in the cyber week increase by 15% year on year, with 90% of sales still made on full priced items.

The strong performance over the season means Joe Browns will go into its next sale period, beginning on Christmas eve, a healthy 5% up on budget.

Simon Brown put the company's success down to the product and the brand.

Mr Brown said: "I know it's very difficult out there. Our current position has been part of a five-year investment plan which we are confident will see our success continue long-term.

"Being privately owned, we don't have to answer to banks or shareholders, so we have no need to discount in a panic. We have confidence in our strong product range which offers great value for money and the brand is real. It is from our hearts and we live and breathe it."

Joe Browns has continued to grow year on year, with this season's success following on from a record financial year, ending in June 2018.

The growth in the company's customer file in AW18 has also surpassed all expectations, seeing a huge hike in sales from returning customers.

Looking ahead, Mr Brown added: "We're only just getting started at Joe Browns. We've got some really exciting opportunities in the pipeline, including range extensions, more retail premises, exciting licencing deals, expansion of our headquarters and we're soon re-platforming our website for a better customer experience."

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Note to editors:

All items in the new AW18 collection can be found at www.joebrowns.co.uk.

Company Registration Number: 2540247 VAT Registration Number: 708 4067 38

Directors: S.F.Brown D.T.Abbott, P.Higgins,

Address: Kandy Works, Brown Lane East, Holbeck, Leeds, LS11 0BT.

Tel: 0113 270 6655 e-mail joe@joebrowns.co.uk

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