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Sales figures continue to soar for Joe Browns

Multi-channel retailer, Joe Browns has reported a staggering 25% increase in sales in the first two months of the new financial year.

This follows on the back of a record 12% increase in turnover for the financial year to the end of June 2018 compared to the previous year. The wholesale side of the business has grown particularly well, increasing its turnover by a considerable 40% in the same period. This growth has also been fuelled by the successful addition of the company's first retail store which opened in Meadowhall Shopping Centre, Sheffield, last November.

To drive further growth, the men's and women's lifestyle brand is expanding its product ranges in addition to appointing six new members of staff at senior level.

Andrew Thomson, former Brand Director EMEA at Original Penguin, has been appointed as Joe Browns' new Head of Wholesale, tasked with spearheading UK and international growth as well as progressing Joe Browns' menswear and licensing divisions.

Fiona Brown, former Global Digital Marketing Manager at GHD, will join the team in early October as Head of E-Commerce and new in-house positions have been created and filled for a Senior Analyst, Designer, Ladieswear Buyer and Retail Floor Manager.

The company also plans to increase recruitment marketing spend by a further 10% in the current financial year with further positions being created in the marketing and creative teams.

Simon Brown, the founder and Managing Director of Joe Browns, said: "As everyone knows it's pretty tough out there. It's never been more important to offer remarkable product and to do this we need some remarkable people."

The company has also applied for planning permission for a second time as it looks to double its warehouse capacity to accommodate the expansion and increasing demand.

Note to editors:

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