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**Joe Browns' first Store opens the door for new opportunities**

Men's and women's lifestyle brand Joe Browns has recorded over £1.25 million sales in its first 7 months of trading in its flagship retail store.

The 4,000 sq. ft. store was opened in Meadowhall Shopping Centre in Sheffield in November 2017 as part of the centre's £60 million regeneration project.

Simon Brown, MD and founder of Joe Browns, said: "Our first store very quickly passed the £1.25m sales mark and over 25,000 customers have now made a purchase.

"Sales have far exceeded our expectations, it is significantly driving more regional traffic to our website and we are now flooded with demand from customers for more stores.

"We are currently looking at plans to roll out more in the near future."

Gross profit has grown over 30% in the last 2 years for Joe Browns, with the company predicting further growth this year, despite the store investment. They plan to further bolster sales with extended ranges and new product categories.

Mr Brown added: "We are pleased that our menswear range has outperformed the space, justifying us putting it in a prominent area of the store and the fresh new looks we create in our window displays turn heads and keep customers coming back.

"When we opened our first store, we believed we could deliver a real point of difference in the UK High Street. This was a bold move in a challenging retail environment but we knew that if we could capture the essence of our fun and liberating brand and bring it to life in store, it could be a hugely successful move."

Claire Barber, Head of Central London Retail and Meadowhall added "Our transformation of Meadowhall was to enable retailers to thrive in an omni-channel world by creating a great destination for them and their customers. Joe Brown's fantastic performance shows the important role that physical stores still play and we look forward to their continued success at Meadowhall."

**Note to editors:**

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