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**The doors to the first ever Joe Browns store will open next week**

Mail-order and online retailer Joe Browns is set to make a bold and impactful debut into physical retail with a unique, quirky and inspirational store designed by top London agency Dalziel and Pow.

The 4,000sq ft store, offering an eclectic mix of clothes and accessories for men and women, is expected to open in Meadowhall Shopping Centre, Sheffield, Yorkshire's premier shopping destination, on Thursday, November 2<sup>nd</sup>.

The brand, which has over one million customers across the UK and Europe, chose Sheffield in order to keep the store within its Yorkshire border as well as maximising footfall within the region's 'favourite shopping destination'.

Earlier this year the company reported a rise of more than 30 per cent in direct sales over the financial year, against a backdrop of a market seeing sales fall.

Simon Brown, MD and Founder of Joe Browns, said: "Despite online retail booming and many high streets unfortunately struggling, the time is right for us now to take this new opportunity.

"We believe the brand will bring a point of difference to the UK High Street for free-thinking, spontaneous individuals who want their fashion choices to match their lust for life.

"We're very much looking forward to capturing the essence of our fun and liberating lifestyle brand and bringing it to life in our first shop.

The new store will coincide with Meadowhall's £60 million refurbishment project, which is due for completion in November.

-Ends -

**Note to editors:**

All garments can be found at [www.joebrowns.co.uk](http://www.joebrowns.co.uk).

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