



Press Release
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Hundreds of customers packed into the first ever Joe Browns store in Meadowhall



The stunning 4,000 sq ft store opened on the Upper Level opposite Apple at 10am on Thursday 2nd November after months of build-up and excitement.

The quirky Leeds-based brand which offers an eclectic mix of clothing and accessories for men and women opened its first ever store ahead of celebrating 20 years of mail-order and online success.

Among those that flocked to the store at the region's 'favourite shopping destination' were existing online customers of Joe Browns, keen to get a first glimpse of the colourful designs up-close, as well as shoppers completely new to the brand.

To celebrate the company's milestone, Joe Browns' debut store offered a hub of activity and excitement for shoppers, from a free breakfast provided by Coffika, live music from Birmingham-based band The Squires, to hundreds of goody bags and exciting competitions.

Smoke-filled suitcases filled with intriguing vials containing 'The Spirit of Joe Browns' were also a highlight for customers to taste, provided by the popular Sheffield cocktail bar, The Botanist.

Simon Brown, MD and Founder of Joe Browns, said: "The welcome we've had from everyone at Meadowhall and all the people who've come to have a look at the store has been fantastic!

"It's been great to meet both long-standing customers that have been looking forward to this day for years as well as people who have discovered us for the first time.

"We've not been afraid to buck the trend and venture into retail as many shops are withdrawing their presence from the high street, as we're confident our distinctive and unique collections offer people something different with exciting designs that express their individuality."

Derek Lovelock, Non-Executive Chairman at Joe Browns said: "This brand truly offers something unique in terms of products and store experience- and all at incredible value, which our customers really appreciate."

The new store forms part of the Meadowhall's £60 million regeneration which is expected to be completed by the end of the year.

Darren Pearce, centre director at Meadowhall, said: "We're absolutely delighted to welcome Joe Brown's flagship store to Meadowhall. It was great to see so many excited customers attend the launch day.

"The fantastic brand joins our growing arsenal of designer retailers; forming an integral part of our £60million refurbishment."

****ENDS****

Note to editors:

All items in the new AW17 collection can be found at www.joebrowns.co.uk.

For all press enquiries please contact megan.morgan@mkpublicrelations.co.uk or on 0114 2756784.

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

You can also follow Joe Browns at:

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