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Multichannel retailer Joe Browns launches exciting new homeware collection with partner N Brown.

The 49-piece collection will include statement bedroom and living room furniture, artwork, wallpapers, bedding, soft furnishings and accessories.

George Kowalik, lead designer at Joe Browns, said: “We want to give the Joe Browns customer the chance to express their personality throughout their homes as well as their wardrobes. Our collection is for those in search of statement pieces with unique detailing and remarkable finishing touches.

“The striking and eclectic collection is split into two themes: ‘Wild Curiosity’, inspired by enchanted English woodlands and ‘Floral Fantasy’ inspired by rich country gardens in full bloom.”

Prices for the new collection start at £15 for floral cut-glass tea-light holders, candles and diffusers up to £599 for luxurious velvet 3-seater sofas.

The new collection will be available from March 4th on the following N Brown sites: JD Williams and Fashion World.

Paul Tattersall, head of buying home and gift at N Brown, said: “We are delighted to have worked exclusively with Joe Browns on this, their first homeware collection. We believe the collection will prove really popular with our customers and we are extremely proud to have expanded our partnership with Joe Browns into homewares.”

The launch comes just two weeks after Joe Browns introduced an exclusive capsule lingerie collection with N Brown in sizes 12 to 26.

Simon Brown, founder and managing director of Joe Browns, said: “The launch of our new homeware collection marks another significant step in our exciting journey.

“We’ve approached homewares in the same creative way as we approach our clothing styles - developing wonderfully unique pieces that offer something a little different to the traditional offering.

“Our designers work incredibly hard to create remarkable pieces that add an individual touch to our customer’s homes - as we do their wardrobes!

“We are very proud of the new range as every piece has its own story to tell.”

-Ends –

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