

**PRESS RELEASE**

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## **REVEALED: UK'S FIRST STATE OF THE NATION REPORT ON THE FEMALE MATURE FASHION SECTOR**

A report, a first for the UK, released today (20 Nov 2014) looks into three key areas; addressing issues on body confidence, shopping behaviours and attitudes towards ageing.

Commissioned by the UK's leading fashion retailer targeting fifty plus women, JD Williams (part of the N Brown Group plc) in association with YouGov, offers the first comprehensive insight into the 'forgotten fifties'.

The mature market currently stands as the UK's fastest growing fashion sector, which is now worth £6.7bn\* and is emerging as Britain's most powerful consumer group.

The study makes interesting reading and reveals a population that feels neglected by the High Street, under-represented in the media and fearing health problems associated with ageing.

**Other headlines include:**

1. Just 20% of mature women feel well catered for on the high street and 61% feel that their age group is forgotten.
2. 66% of mature women feel they would like to see more choice from fashion retailers suited to their age group.
3. Women aged 50+ are feeling much more secure about their style – only 19% said that they struggle to find their style identity. 71% of women aged 50+ rated comfort over style.
4. Only 16% of mature women like to be loyal to a particular fashion store.
5. Almost three out of five British women aged 50+ don't feel their age group is well represented in TV (57%) or magazines (58%), and 76% feel they are not well represented in advertising – these feelings increase with age.
6. 94% of 50+ year olds feel younger than their age.
7. Nine out of ten British women aged 50+ (91%) are scared of the health problems associated with growing older, particularly losing independence and having to rely on others (69%), and memory loss (64%). Just 10% of mature women are scared about getting wrinkles.
8. 52% of women felt most confident aged 45+.
9. Stomach (64%), upper arms (35%) and thighs (28%) are areas of the body mature women feel most negative about.
10. Almost eight out of ten (77%) mature women would never have any form of cosmetic surgery.

**Angela Spindler, CEO, N Brown Group PLC said:** "There are more women in the 50+ bracket than ever before and it's abundantly clear that they have felt let down by the fashion industry. We've made it our mission to address this. Shopping for clothes should be easy and enjoyable whether you're 16 or 60."

“Recent years have seen this population of women emerge as the most powerful consumer group and the fastest growing fashion sector. No longer does 50 signal the start of the slow decline into old age, it now marks the midpoint of a woman’s life.

“We hope this report heralds a wake-up call to the fashion, retail and media industries to give these women what they want, in the way we do. It’s our job to empower; after all ignoring them should be done with peril.”

The field work was carried out online in October 2014, involving over 2,000 women aged 50+. This ran alongside a smaller survey involving 540 women aged between 18 to 49, in order to ascertain relevant comparison. \*\*

JD Williams introduced a complete brand re-launch for AW14 based on extensive customer insight. The new concept offers a fresh, fashionable product range and inspiring creative presentation across print and online, aimed at making shopping for fashion easier and more enjoyable.

### ***Ends***

**All images and graphics are available to use – please contact the fashion team at ZPR for further information [fashion@z-pr.com](mailto:fashion@z-pr.com) or 0207 896 3404**

\*Kantar Worldpanel 2013

\*\*all figures have been weighted to be representative of all GB women aged 50+ and 18-49 respectively

### ***Notes to editors:***

The JD Williams State of the Nation report into the mature female fashion sector is released on Thursday 20<sup>th</sup> November 2014. All images and graphics are available to use – please contact the fashion team at ZPR for further information [fashion@z-pr.com](mailto:fashion@z-pr.com) or 0207 896 3404

### **About JD Williams:**

- JD Williams has Over 140 years of experience and expertise in fit and fashion.
- JD Williams is an online fashion retailer offering fashion that’s stylish, well fitting, comfortable and affordable whatever your age or size
- JD Williams offers the UK’s largest choice of womenswear and lingerie with biggest growth in the 50+ market
- JD Williams has undergone a re-launch for AW14, based on insight from extensive customer research from its target audience
- JD Williams doesn’t adopt a ‘one size fits all’ approach, & instead designs fashion that fits, flatters and feels comfortable to wear
- Lorraine Kelly will be launching her debut fashion collection for SS15, designed by Lorraine for JD Williams. The collection will be available through the catalogue and online. Running alongside this, Lorraine will also be launching her SS15 edit ‘Lorraine Loves’, comprising her favourite pieces from JD Williams’ SS15 collections

### **Overview on the 50+ market:**

- Currently the fastest growing part of the UK fashion market - Verdict
- The over 50’s contribute £300bn to UK economy annually – Age UK
- They account for almost half of UK income and expenditure - Saga
- They spend £6.7bn on womenswear and £5.6bn on items for themselves (2013 figures) – Kantar Worldpanel\*\*
- One third of babies born today are expected to live to 100 - ONS
- The UK population is ageing and there will be 900,000 more women over the age of 45 in three years. The trend is forecast to continue and by 2036 there will be 17.7 million over-45s, accounting for 57.5% of the female population – Verdict

**About N Brown:**

- N Brown Group is a leading multi-channel retailer headquartered in Manchester employing over 3.200 people. The company's strategy has been to focus each of the brands in its portfolio towards niche markets which are poorly served on the high street, such as the plus size and more mature customer segments. The Group has total sales of over £780m as of January 2013 with online sales representing over 53% of total revenue. As part of its multi-channel strategy, N Brown Group operates nine Simply Be stores across the UK of which six are dual facias with Jacamo. Current brands include Simply Be, Jacamo, Fashion World, JD Williams, Marisota, House of Bath, Fingleaves, Gray & Osbourn and High and Mighty.