

# JD Williams

**OLDER MODELS PROTEST AT LONDON FASHION WEEK TO CAMPAIGN AGAINST AGE DISCRIMINATION ON THE CATWALK**



Leading online retailer JD Williams and five older models held a demonstration on the doorstep of London Fashion Week, in protest against the lack of age diversity on the catwalk.

Standing outside Fashion Week's main venue on The Strand, five women aged 45 and over called for wider use of older models on runway shows. Currently the average age of a model is 17\*.

The five models, aged between 47 and 65, marched outside the official London Fashion Week site on The Strand, to protest against age discrimination in the fashion industry and to challenge why models workload decreases with age, particularly on the runways of the capital's renowned fashion event.

Models including Jilly Johnson (63) and Janie Felstead (65) challenged the fashion industry on the march with placards featuring slogans including 'Grow Up LFW' and 'Fashion Has No Age Limit'.

Jilly Johnson said: "Women don't suddenly stop wearing or buying clothes after their twenties, so why isn't this reflected in the models used in fashion shows? We've started to be more inclusive when it comes to ethnicities and disabilities on the runway – which is fantastic - but why not all ages?"

PR Manager for JD Williams, Suzi Burns, said: "Our ongoing consumer research continues to highlight a generation of older women who feel ignored by the high street and underrepresented in TV and magazines.

"As a retailer and an advertiser we believe we owe our customers the honesty of showing them realistic, but aspirational images of themselves. Surely it's time that the fashion industry celebrates women of all ages?"

JD Williams, who made history during London Fashion Week last year with its 'Fifty Plus Fashion Week' using a cast of models with a combined age of 700, continues to champion the older woman and support their positive representation in the media and fashion industry.

ENDS

Editor notes:

\*Vogue.com: January 26<sup>th</sup> 2016

**About JD Williams and N Brown Group**

JD Williams

JD Williams is the leading online and catalogue retailer for the 50+ female.

Available in sizes 10-32, JD Williams offers fashion designed specifically for the 50+ woman, delivering unbeatable style, value, quality and fit.

#### **N Brown Group**

N Brown Group plc is a leading multi-channel, specialist fit, fashion retailer offering customers an extensive range of products in clothing, footwear and homewares.

The Group has 140 years of experience in home shopping and is focused on its core mantra of 'Fashion that Fits'. The Group is transforming from being direct mail-led to digital-first, and two-thirds of revenues now come online. Its portfolio of trusted retail brands - including its three Power Brands; JD Williams, Simply Be and Jacamo – all serve a specific niche consumer group which have historically been poorly served on the high street. Other brands include Fashion World, Marisota, House of Bath, Figleaves and High & Mighty.

N Brown is headquartered in Manchester where it designs, sources and creates its product offer, and employs over 2,800 people across the UK. In the year ending February 2016 N Brown generated Revenue of £866m and Operating Profit of £96.4m.