



FATFACE APPOINTS NEW CHIEF OPERATING OFFICER

- **New position of COO created in the business**
- **Existing Global Operations Director, Mark Wright promoted to role**

6th May 2022: Multichannel British lifestyle brand FatFace has today announced the appointment of Mark Wright as Chief Operating Officer, a newly created role in the business.

Currently Global Operations Director, Mark joined FatFace in 2019, taking on responsibility for all stores and people. In the past three years his role extended to include oversight of FatFace's digital-first strategy and of customer experience, alongside a number of store openings in the US on the East Coast. These responsibilities will remain in his new role, alongside a focus on supply chain and logistics, overseeing the key warehouse distribution network out of the Dunsbury Park site.

Mark will step into the role of Chief Operating Officer with immediate effect. Steve Webb, who is currently Senior Operations Manager at FatFace, will report into him.

FatFace CEO Will Crumbie said of the appointment:

"I am delighted that Mark has agreed to take on this position. Mark's passion for people, joined up customer thinking and collaborative leadership style have been an integral part in the success of both FatFace's growth and its operational resilience throughout the pandemic. He is a key member of the leadership team and I look forward to continuing to work with him."

Mark Wright added: *"I am extremely pleased to continue my journey at FatFace as Chief Operating Officer. FatFace is a fantastic brand and I'm excited to continue working with the team to support our thriving FatFace crew, drive our digital first strategy and further develop our multichannel approach."*

In January 2022, FatFace reported strong half year and Christmas trading results, with an increase in sales in both the first half of the year and over the important Christmas trading period to above pre-pandemic levels. It comes as the Company focuses on executing its multichannel strategy and continuing to grow its digital presence.

ENDS

Notes

Mark has over 25 years of experience in the retail industry. He was previously Managing Director Multichannel at Jack Wills, and before that, Head of Trading Ecommerce at M&S, having started out on the graduate training programme. Wright is also an ambassador for the Retail Trust and has worked on the advisory board for organisations including Retail Week, IMRG and Apptus software.

Media enquiries

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About FatFace

FatFace is a British, family, lifestyle clothing brand that is Made for Life. With a unique heritage, FatFace creates product ranges across womens, mens, kids, footwear and accessories for the whole family to live life in. Our products are designed with purpose and built to last. Considered Style. Trusted Quality. Sustainably sourced.

FatFace is a multichannel retailer with a thriving international digital business as well as over 180 stores in the UK, 20 stores in the US and a highly engaged social community. FatFace is a brand with sustainability at its core with clear strategy around three key pillars – product, planet, and community. Devoted to style, dedicated to sustainability.