

Press release

FATFACE STEPS INTO THE PARTY SEASON WITH EXPANSION OF COPPER & BLACK COLLECTION

- Highlights of the new range include hand painted prints, and jewellery accessories
- Launching in October, the full collection will be available online and in 80 stores – up from 30 last year
- It comes after the AW22 collection saw phenomenal growth, up 112% YOY

14th September 2023: British lifestyle clothing brand FatFace today announces the launch of its latest Copper & Black range, as it looks to expand the collection in store and online.

The new collection will be available in 80 stores – up from 30 last year – as well as on the FatFace website.

Whilst the collection traditionally launches in November, this year it will be available from October. It comes after FatFace saw phenomenal growth with last year's range, with 112% growth YOY.

Originally launched more than six years ago, Copper & Black is FatFace's premium collection for the party season. The latest range centres around modern romance, and features bold devores, woven jacquard fabrics and beautiful hand painted prints bought up to date in stunning modern silhouettes.

Whilst dresses continue to remain a key staple and make up 67% of the range, this year, FatFace is introducing a small collection of jewellery to provide the finishing touches.

Kate Brown, Product Director of FatFace said: *"With people starting to think about Christmas even earlier this year,¹ we wanted to ensure that our customers have ample opportunity to find the perfect outfit ahead of the party season. The Copper & Black collection epitomises all the elements of the FatFace product formula; considered style, responsibly sourced, plus great quality. Each piece is designed to be timeless, to ensure that it can remain in your wardrobe and be reworn for the next special occasion."*

The launch of the latest Copper & Black range forms part of FatFace's product expansion strategy. Recent collections have included partnerships with the National Forest and Marine Conservation Society. Last year, the brand announced the launch of a product personalisation service and extended pet range.

Notes

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 women's, men's, 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.

¹ <https://www.retailgazette.co.uk/blog/2023/08/john-lewis-christmas-shop/>