



FATFACE ANNOUNCES ENTRY INTO CANADA GROWING INTERNATIONAL PRESENCE

- Multichannel entry planned for Q2 2023
- Plans to open first store in the province of Ontario, with intention to expand further into Vancouver
- The announcement is a key part of FatFace's growing expansion in North America
 - The brand currently has 24 stores in the US across 9 states

[12th September 2022]: FatFace has today announced plans to enter the Canadian market, as part of the brand's growing presence in North America.

Scheduled to open by the end of April 2023, the focus will initially be in the province of Ontario, before expanding further afield with a commitment of up to 6 stores in the following 12 months.

These new locations will allow customers in the country to experience FatFace first-hand, including its unique Airlie range as well as specific products for the Canadian market. Customers will also be able to purchase products online.

As well as an entry into Canada, FatFace has committed to a further 8 stores per year in North America, with Michigan being the newest geography the brand hopes to open in during early 2023.

The retailer has experienced sustained growth and profitability in North America following the initial openings in the US over six years ago. FatFace currently has 24 stores in the US.

Will Crumbie, CEO of FatFace said: *"This is a really exciting time for FatFace and an important milestone for the business. Over the last six years we've developed a successful and profitable business in the US with a brand that really resonates with the North American consumer. Customers love the brand story, premium quality products and the price point. The next stage of growth is replicating this model with a careful thought through expansion into Canada."*

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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, 24 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.