



FATFACE LAUNCHES NEW PET RANGE

- **Highlights of the new range includes treats, stocking fillers and outfits**
- **The full collection will be available for customers to purchase online and in selected stores**

24th October 2022: FatFace has today announced that it is expanding its pet range this autumn/winter, as part of its commitment to clothing the whole family.

The full range will be available online and in selected stores. Focusing on fun treats, stocking fillers and outfits, the latest expansion will allow pets to be kitted out in the FatFace range alongside the rest of the family. FatFace revenue for pet accessories has grown 51% this year compared to 2021.

Kate Brown, Product Director of FatFace said: *"We have seen demand increase for pet accessories since the pandemic and with 59% of households in the UK now owning a pet,¹ more consumers are looking for ways to treat their four-legged friends. We're delighted to be launching our expanded pet range, so that our customers can kit out the furry members of their family too!*

ENDS

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 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, 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.

¹ <https://petkeen.com/pet-ownership-statistics-uk/>