



FATFACE LAUNCHES NEW PERSONALISATION SERVICE FOR CUSTOMERS

- The product personalisation service will be available to customers through the FatFace website from this week
- Customers will be able to customise a broad selection of FatFace's iconic clothing with embossed and embroidered personalisation
- The announcement is part of the brand's digital first strategy to capitalise on its growing online presence

29th November 2022: FatFace has today announced that it is launching a product personalisation service, as part of its strategy to expand its product range and capitalise on its growing customer base.

The personalisation offer will be available to customers through the FatFace website from this week with additional styles added in the run up to Christmas. FatFace will be offering embossed personalisation on select leather bags and wallets. Customers will also have the chance to customise their purchases with embroidered personalisation, which will be available across a broad selection of FatFace iconic gifts, including PJ's, graphic tees, polo shirts, Breton tees and the iconic Airlie sweatshirt. The technology behind the initiative is powered by My First Years.

Kate Brown, Product Director of FatFace said: *"Offering unparalleled premium quality sourced clothing across a wide range of products and sizes is a really important part of our commitment to expand our product offer.*

"We are really excited to be able to launch our product personalisation service; it is something that our customers are increasingly asking for. We're proud to be able to deliver the best quality designs that will allow our customers to add that personal touch to the FatFace products they know and love and will cherish forever."

The announcement is part of FatFace's strategy to kit out the whole family, with the brand launching its first Baby range last Autumn and more recently announcing the expansion of its pet range. FatFace has also added ages 2-3 to its line of childrenswear as part of the brand's expanded product range. In its core womens range, FatFace now offers sizes 6-22 as well as offering multiple fit options across menswear and womenswear online.

ENDS

Notes

Media enquiries

Headland

Joanna Clark / Kate James

Tel: +44 (0)20 3805 4822

Email: fatface@headlandconsultancy.com

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.