

RNB RETAIL AND BRANDS

RNB subsidiaries JC and Brothers launch e-commerce

JC launched its e-commerce service in the Swedish market yesterday. Brothers will follow suit and launch its e-commerce service next week. These launches will expand accessibility for Brothers and JC and enable 24/7 shopping for their customers. Polarn O. Pyret has offered e-commerce in all EU countries via www.polarnopyret.com since May 2012. Polarn O. Pyret's e-commerce service has been available in the Swedish market since 2009.

As a result of the launch of e-commerce services for Brothers and JC, in addition to Polarn O. Pyret's existing service, all three business areas in the RNB Group now offer e-commerce.

“Launching e-commerce services for Brothers and JC is an important step in RNB's development. We are now increasing accessibility and offering our customers more choice. At the same time, we are satisfying customer demand and helping customers prepare for in-store purchases by seeing the garments and finding inspiration on the web before visiting our stores,” says Magnus Håkansson, President and CEO of RNB Retail and Brands.

When developing e-commerce stores for JC and Brothers, the focus has been on offering a broad and attractive range in a retail environment that is easy to shop in, offers inspiration and fashion and styling advice. If the customer wants to find inspiration online and then visit the store, it is easy to see whether a store has the garment in stock, find directions to the store and view its contact details.

“Our new e-commerce stores offer customers an attractive shopping experience and enable purchasing in locations where there are no physical stores. Launching e-commerce for JC, and for Brothers next week, is vital for the RNB Group since we see major growth potential in this segment. E-commerce stores are a key channel for us since e-commerce is predicted to grow substantially,” says Magnus Håkansson.

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RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the three store concepts Brothers & Sisters, JC and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg. RNB RETAIL AND BRANDS has operation in 10 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.