



ambrose\*  
Wilson



# Ambrose Wilson

Unashamedly for the older woman

**Ambrose Wilson is a UK retailer celebrated for its fresh approach to fashion, with a particular emphasis on stylish and comfortable clothing tailored unashamedly for the older woman.**

As part of the JD Williams brand family, Ambrose Wilson is dedicated to supporting every occasion, offering a diverse selection of women's fashion, from casual essentials to special occasion wear. The retailer also aims to make life easier for its customers by providing a comprehensive range of homeware, electronics, and personal care products, creating a convenient shopping experience both online and through their catalogue. Known for its commitment to quality, affordability, and attentive customer service, Ambrose Wilson has become a trusted choice for shoppers across the UK.



## Insert Type

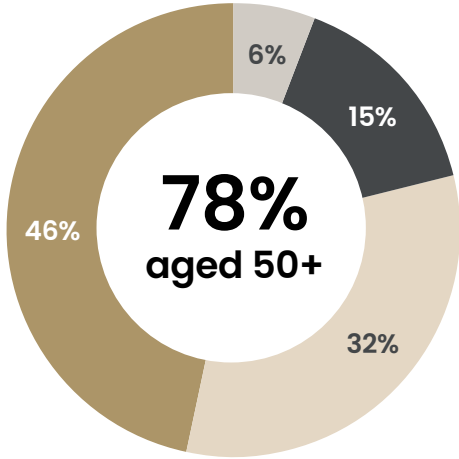
PD's Catalogues & Statements.

## Recommended for:

- Health / Wellbeing
- Food
- Travel
- Financial
- Noncompeting retail / mail order
- Pets
- Charities
- Outdoors

## Demographic information

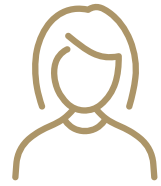
### Customer base %



### Age

- < 40
- 40-50
- 50-60
- 60+

Gender  
**93%**  
Female



### Account type

**25%**  
Cash



**75%**  
Credit

## Mosaic Segmentation



**WHO**

- Women
- Aged 65+
- Less trend-led attitude
- Credit chooser

**NEEDS**

- Fit for mature women
- Customer service
- Comfort

**TENSION**

She wants to look elegant and well put together, but functional needs like comfort have come more to the fore and retailers are walking away from her.



**Always delivers**

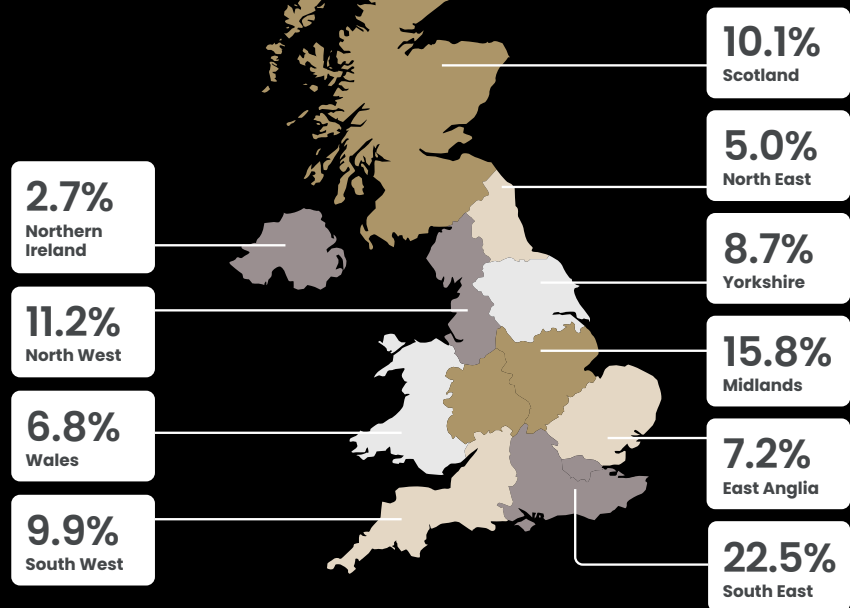
- Renewal
- Consideration
- Comfort

**Points of difference**

- Prioritising mature women
- Fresh takes on timeless style



**Region**



**Opportunities**

	Weight (g)	Size	Av Vol
Catalogues	30	262 x 189*	30,000
PD's	Variable	Variable	15,000
Statements	40g	Fit into C5 envelope	28,000

\*Catalogue sizes vary by month, please check with your account manager.

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