

A vibrant floral pattern featuring pink tulips, yellow daffodils, and white daisies with yellow centers, set against a blue background. The pattern is framed by a light beige rectangular area in the center.

LAURA ASHLEY

SINCE 1953

Celebrating *70 years of* LAURA ASHLEY

With 70 years of design excellence, Laura Ashley is one of the world's most iconic home and lifestyle brands. Founded on a rich design heritage and on traditional values of quality and originality, Laura Ashley offers timeless designs, signature prints and quintessentially British styles.





The Laura Ashley Story continues to grow...

Today, Laura Ashley can be found in homes, wardrobes and hospitality venues all around the world.

As retail continues to transform, the Laura Ashley brand is uniquely positioned to pursue strategic partnerships that can grow the business in today's retail environment and into the future.

With such an admired and coveted brand, we want to ensure we only pursue the best opportunities to appeal to our loyal fans, as well as new customers.

Today, the brand is continuously expanding through new licenses, retail partnerships and collaborations, alongside proudly celebrating our 70th anniversary year in 2023.

GLOBAL FOOTPRINT

Laura Ashley has a global customer base and our international retail stores continue to operate across 75 international store locations in 18 countries. In addition, international distribution reaches 81 countries and e-commerce platforms offer our branded product ranges to our loyal global customers.



COUNTRIES

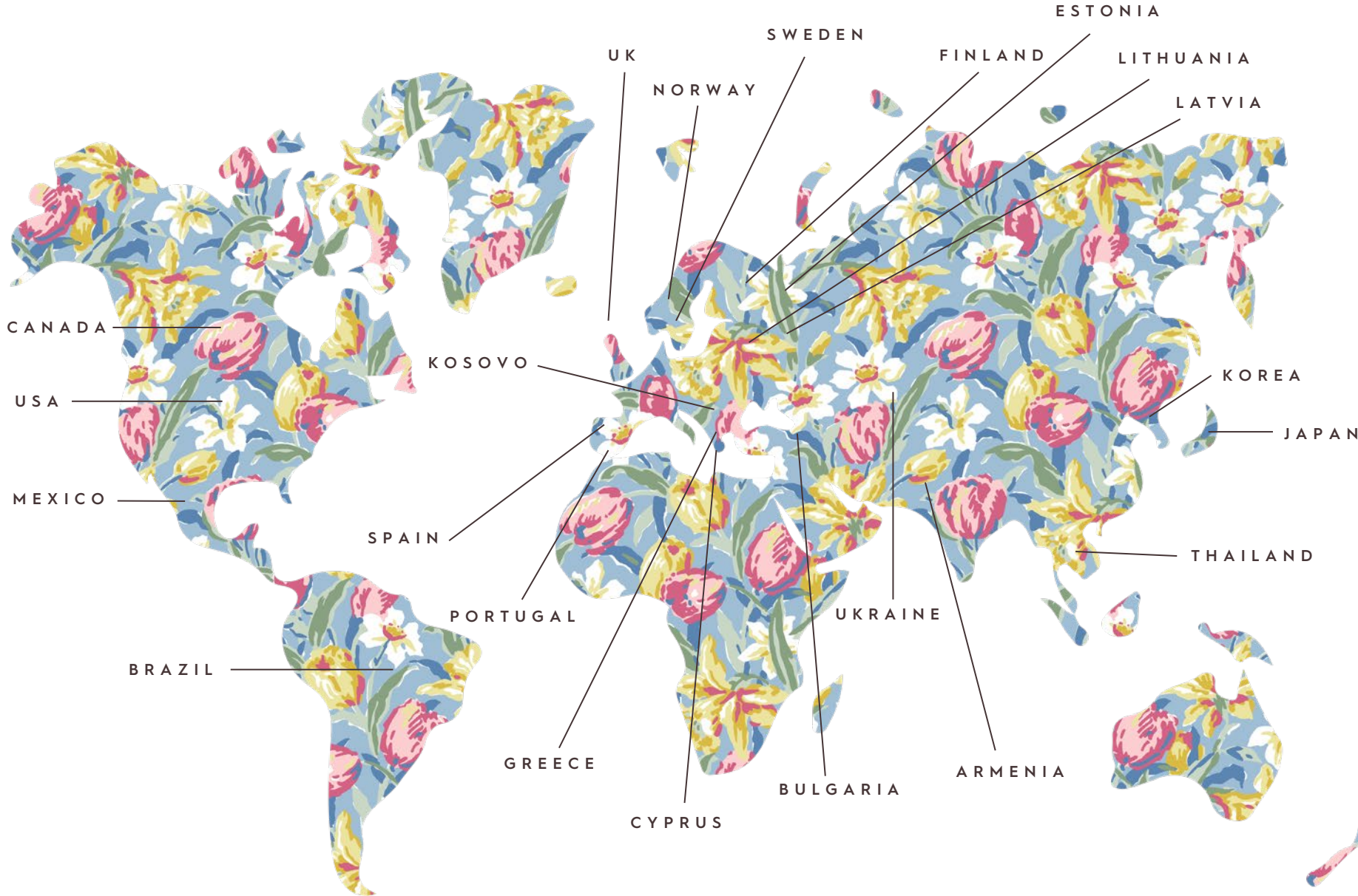


INTERNATIONAL
STORES



E-COMMERCE
PLATFORMS

Global Branded Stores & E-commerce





541,460



746,823



59,548



89,591

97%

POSITIVE SENTIMENT*

42.5M

US PRESS IMPRESSIONS

420+

US PRESS HITS

2022

VOGUE **TOWN&COUNTRY**

PureWow **ELLE** **Woman's Day**

AD **T** THE NEW YORK TIMES STYLE MAGAZINE

WWD

Forbes **CountryLiving** **VANITY FAIR**

The Devoted Perennials

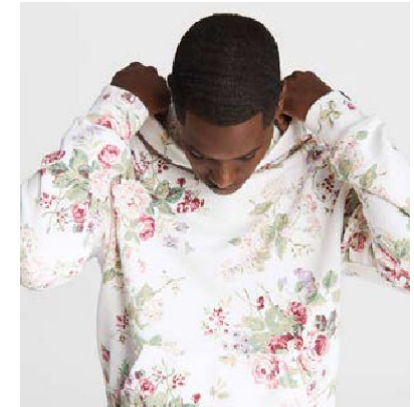
Primary Consumer: women 40+



Our Devoted Perennials have a strong sense of personal style. They're likely married with children and enjoying a comfortable household income. Fashion and home are important expressions of their personal identity, and they love nothing more than to have a full house of friends, family and children to entertain. These consumers are repeat shoppers, as they like updating their household as well as their closet.

The Budding Followers

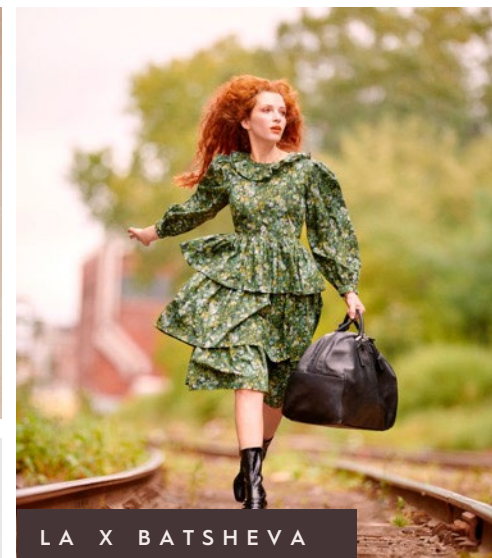
Secondary Consumer: women under 40, young moms with kids & (men)



From fashion-forward millennials, and young women starting their careers to even men, this demographic spans age ranges and types but are all younger than Laura Ashley's current core consumer. What they have in common is a love and respect for the brand and its iconic and fun prints. They might have a vintage floral dress they found on Etsy in their closet or something from the Urban capsule collection ... or discovered that perfect floral bedding and are just starting out having fun with decorating but are still very budget conscious.

COLLABS THAT MAKE NOISE

With unique products that carefully highlight the best aspects of both brands, these collaborations have earned the attention of consumers across social media, made headlines from major publishing titles globally and achieved extraordinary sell-out times.



CELEBRATED HERITAGE

A CELEBRATED BRAND WITH ENDURING APPEAL

*Our extensive heritage and rich archive,
combined with our loyal customer following
provides the perfect tool kit for creating a
buzz worthy marketing moment...*



Celebrating prints through the decades!

There's an abundance to choose from in our extensive archive that holds almost 100,000 pieces of unique artwork, textiles and other products from the brands 70 year history...



PRODUCT CATEGORIES



FASHION BEDDING
BATH ACCESSORIES
BASIC BEDDING
THROWS
DECORATIVE CUSHIONS
CURTAINS
FABRIC
WALLPAPER, PAINT &
WALL ART & CLOCKS
DINNERWARE
KITCHEN &
TABLE LINENS
CANDLES
PICTURE FRAMES
RUGS
WALL & FLOOR TILES
PET
HOME ORGANIZATION
HOME SEWING

PRODUCT CATEGORIES



WOMENS SLEEPWEAR
SLIPPERS & SOCKS
DAYWEAR & HOISERY
FASHION JEWELRY
EYEWEAR
TIMEPIECES
TOILETRIES
HAIR ACCESSORIES
ELECTRIC HAIR CARE
GIRLS SLEEPWEAR &
DAYWEAR
GIRLS HOISERY
GIRLS LUGGAGE &
BACKPACKS
CHILREN'S SHOES &
SLIPPERS
INFANT & LAYETTE

Celebrating 70 Years

In 2023, our iconic and well-loved British lifestyle brand is celebrating its 70th year of business. Marking the occasion with a new branded stamp that is being used across limited edition products, exclusive collaborations and immersive experiential marketing moments. Alongside amazing events and marketing moments that celebrate our heritage.

Its an exciting time to be part of the Laura Ashley story.



A vibrant floral border surrounds the central text area. It features a mix of pink, yellow, and white flowers, including tulips and daisies, set against a blue background with green foliage.

For licensing opportunities contact:

KAREN DIAMOND

201.310.2798

karen@dlicensing.com

LAURA ASHLEY

SINCE 1953