

Date: 5 November 2024  
On behalf of: Sosandar plc ('Sosandar' or 'the Company')  
Embargoed until: 0700hrs

## Sosandar plc

### Licensing agreement signed with NEXT for Sosandar homewares range

Sosandar plc (AIM: SOS), the women's fashion brand, creating quality, trend-led products for all ages, is delighted to announce it has signed a licensing agreement with NEXT for a Sosandar homeware range.

Following the success of Sosandar's clothing range sold through NEXT, NEXT is extending its partnership to licensing the Sosandar brand to develop a homeware range. NEXT is one of the largest homeware retailers in the UK and the licensing deal will combine NEXT's sourcing and quality expertise with Sosandar's design inspiration. The range will include a full set of living room furniture and accessories, including sofas, accent chairs, rugs and lighting. It will be sold online exclusively at [NEXT.co.uk](https://www.next.co.uk) and expects to launch in Autumn 2025.

This licensing agreement, which requires no capital expenditure for the Company, is part of Sosandar's ongoing strategy to leverage its strong and growing brand awareness, with a focus on further broadening its reach and continuing to drive brand equity.

**Ali Hall and Julie Lavington, Co-CEOs commented:** *"It is a proud moment for the Sosandar brand to be licensing through NEXT, a testament to the strength of what we have built. This is a fantastic opportunity to leverage our brand equity and extend the success Sosandar has had through third party partnerships with little risk and no capital expenditure. We will combine NEXT's specialist technical and sourcing skills with our design aesthetic and understanding of Sosandar customers to deliver an exciting and unique product range. Importantly, the homeware range will broaden our reach into new audiences and enable existing customers to deepen their affinity to our brand."*

#### Enquiries

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#### About Sosandar plc

Sosandar is an established women's fashion brand in the UK, targeting style conscious women who have graduated from lower quality, price-led alternatives. The Company offers this underserved audience fashion-forward, affordable, quality clothing to make them feel sexy, feminine, and chic. The business sells predominantly own-label exclusive product designed and tested in-house.

Sosandar's product range is diverse, providing its customers with an array of choice for all occasions across all women's fashion categories. The company sells through [Sosandar.com](https://www.sosandar.com) and its own stores, and has a number of high value brand partnerships including with NEXT and Marks & Spencer.

Sosandar's success has been built on an exceptional product range, seamless customer experience and impactful, lifestyle marketing, all of which is underpinned by combining innovation with data analysis. Our growth strategy is focused on continuing to grow brand awareness and expand our addressable market and routes to market, reaching customers wherever they wish to shop. This is achieved both through direct to consumer channels and through chosen third party partners.

Sosandar was founded in 2016 and listed on AIM in 2017. More information is available at [www.sosandar-ir.com](https://www.sosandar-ir.com)

#### About NEXT plc

NEXT plc (LON: NXT) is a FTSE 100 company based in Leicester, England and is one of the UK's leading online clothing retailers. NEXT has around 460 stores in the UK and Ireland and an online presence in over 70 countries selling the NEXT brand and over 700 other fashion, home and beauty brands including Sosandar.

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