



klass.

klass.co.uk

OUR BUSINESS

Klass is a UK women's clothing retailer focusing on the needs of the underserved 40+ market.

We offer a range of exclusive products tailored to the busy 40+ woman.

Our customers are at the heart of everything we do and our aim is to make the latest seasonal trends accessible whilst creating a look and fit that is flattering, contemporary and easy to wear - all at amazing prices.

From our headquarters in the North West, we design, source and create our product offering.

Our bricks and mortar footprint covers 115 outlets including stand alone stores and concessions across the UK and Northern Ireland.



WHO WE ARE

Klass began trading over 38 years ago. Together, our team of 370 colleagues across our stores, support centre, warehouse and supply chain serve in excess of 200,000 customers each year.

Klass designs and distributes its own ranges; our in-house design and tech team create over a 1000 styles each season with core ranges including Daywear, Occasion, Cruise, Lounge and Outerwear.

We use specifically sourced quality fabrics, and all our garments are manufactured to high-quality standards.



OUR BRANDS

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Fashionable womenswear for the 40+ customer focusing on style, comfort and fit to make sure women feel their most confident all day, every day.



Classic womenswear collection which values the more mature customer; offering elegant age-appropriate clothing.



COLLECTIONS

Seasonal collections are updated bi-weekly so there is always something new to discover.



FROM DAY TO NIGHT

DAYWEAR

Beautiful prints and flattering fits in easy-to-wear mix and match pieces.

Our everyday essentials has all your wardrobe staples from maxi dresses to midis; tops to trousers.



CRUISE & OCCASION

Exclusive Occasion and Cruise collections designed for those special moments.

Our specialist team create beautiful prints and flattering fits in easy-to-wear pieces that give confidence from the inside out.



LOUNGEWEAR

Chic loungewear in styles that can be worn anywhere, anytime.



INDOOR AND OUTDOOR

OUTERWEAR

From winter coats and parkas to elegant jackets, our range of outerwear combines function with stylish tailored pieces.



OUR STORES

Our store environment is modern and understated using a harmonious palette of muted greys and soft blush tones to create a relaxed and inviting shopping environment.

Concessions echo this approach to create a synonymous brand identity across the estate.



OUR PROPOSITION

To be the favourite brand for 40+ women who want to look and feel great.

To provide a range of clothing designed for women who are comfortable in their own skin, who want fashionable clothing designed to fit their body shapes in quality fabrics at value for money prices.

To create a hard-working wardrobe with mix and match staples, classic pieces and stunning occasion wear that stays forever stylish.

- Flattering fit for 40+ women
- Value for money at affordable prices
- Bespoke prints & quality fabrics

A range designed for everyday life moments from day to evening and everything in between.



LOYALTY SCHEME

Current VIP Loyalty scheme has over 140,000 members.

Insight data shows that by becoming part of the VIP scheme, customers average basket value and frequency of purchase increases.

HOW IT WORKS



SHOP WITH US

Shop in-store or online. Present your reward card at the till or make sure you're logged into your online account.



EARN POINTS

Collect 1 point for every £2 spent. Look out for double points offers and promotional events.



GET VOUCHERS

Receive a voucher for every 100 points collected, up to 4 times a year!

THE BENEFITS

- Collect Points every time you shop
- Earn money off vouchers
- Exclusive VIP offers, promotions and discounts
- Sneak peek of sale exclusives
- Monthly prize draws

OUR PARTNERS





Never underestimate
the power of a
great outfit.

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