

TOPSHOP



TOPMAN

A NEW CHAPTER

TOPSHOP and TOPMAN unveil bold new visual identity to feature on standalone digital shop front on ASOS.com

AW22 will mark the first TOPSHOP and TOPMAN collections conceived, designed and created entirely under ASOS ownership, reinvigorating the product offering with a stronger focus on creative design and quality fabrication

TOPSHOP and TOPMAN set to play key role in ASOS' international growth strategy through its partnership with Nordstrom in North America

London - 29th September, 2022 –TOPSHOP and TOPMAN today launched a new visual identity and revealed how they will harness their unique heritage as cornerstones of British culture to contribute to ASOS's future growth, marking a new chapter for the trailblazing fashion brands.

Since their inception in the 1960s, TOPSHOP and TOPMAN rose to become some of the most influential and recognisable names in British fashion through their pioneering design, cutting-edge shopping experience, and truly unique position as a bridge between the worlds of high street and high fashion. In February 2021, ASOS acquired the TOPSHOP and TOPMAN brands, beginning a journey that saw TOPSHOP and TOPMAN evolve into digital-first businesses and align with ASOS' ethos and values. TOPSHOP and TOPMAN will also retail in store, exclusively at Nordstrom in North America and become a central part of ASOS' international growth strategy.

Today, TOPSHOP and TOPMAN celebrate the next step on this journey, unveiling a new visual identity that communicates TOPSHOP and TOPMAN's confident and unapologetic attitude and lays the foundation on which these two iconic brands can grow. Inspired by signage from old TOPSHOP and TOPMAN stores and updated for the future, the visual identity will appear as a new digital storefront on a standalone landing page on ASOS.com. A new monogram tells the story of two heritage brands, TOPSHOP and TOPMAN, uniting under one banner with a shared DNA.

Known as a fashion authority that captures the spirit of London culture, the new chapter of TOPSHOP and TOPMAN will introduce reinvigorated collections with a laser focus on quality, design, fit and fabric. This means continuing to elevate and evolve the brand's most popular categories, such as denim, dresses and tailoring, but pushing boundaries to ensure TOPSHOP and TOPMAN empower people to self-express through their choice of clothing.

The TOPSHOP and TOPMAN retail experience will be revived through its physical presence at 100 Nordstrom stores throughout the US and Canada. "We're energized and excited about the next chapter for TOPSHOP and TOPMAN and proud to be their exclusive physical retailer in North America," said Nordstrom's Sr. Director of Strategic Brand Partnerships, Jennifer Gross. "We're impressed by the attention to detail in the new collections as well as the level of investment from a fashion perspective. Their team has put a ton of effort into understanding the brands' historical strengths and we look forward to seeing that same spirit continue into the next chapter. There is a strong London influence in the collections, and we think Nordstrom customers are going to be very excited to see the new range."

Nikki Tattersall, Director of TOPSHOP and TOPMAN, says: "TOPSHOP and TOPMAN are truly iconic British brands, and taking stewardship of such a beloved institution has been a privilege. Over the last 18 months, we have done some incredible work, learning from the past and from each other to create something exciting and relevant for the future. We're so proud to share our new vision with the world, but this is only the first step of the journey. There's a lot more work to do and so many exciting ideas we want to explore."

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