

2024

**Jigsaw Business Solutions**

# Brand Portfolio



ASOS is a global fashion destination, selling all the freshest styles complemented by exclusive content, making ASOS.com the hub of a thriving fashion community and giving ASOS audiences the confidence to be whoever they want to be.

**Target Demographic:** Fashion conscious 18 – 50 year olds; loved by students.

**USP:** Over 85,000 branded and own-brand products across fashion, cosmetics and gifts.

**Available in:** GBP (UK), USD (USA), AUD (Australia) & EUR (France, Germany, Italy, Netherlands).



boohoo is always first to market with the latest on-trend styles and up-to-date fashion at incredible prices. With over 16 million fans on socials, boohoo customers know they're getting unbeatable choice, great quality and excellent service. Style never sleeps and neither does boohoo.

**Target Demographic:** 16 – 40 year olds, looking for modern fashion.

**USP:** boohoo believes in affordable fashion for all.

**Available in:** GBP (UK), USD (USA), SEK (Sweden), AUD (Australia) & EUR (France, Ireland, Germany, Netherlands).



boohooMAN's philosophy is pretty simple; they don't take fashion, or life, too seriously. Whether you want up-to-the-minute trends and lifestyle news or the best styles before your mates, they've got you covered.

**Target Demographic:** 16 – 40-year-olds looking for modern fashion.

**USP:** Cutting-edge design with an affordable price tag.

**Available in:** GBP (UK), USD (USA) & EUR (France, Germany).



At Clarks, they fuse the innovative vision of their designers with almost 200 years of expert craftsmanship; they make contemporary and stylish shoes for the modern world. Fashions come, fashions go, but they are always Clarks.

**Target Demographic:** Anyone who values high-quality shoes.

**USP:** Shoemakers, pioneers and innovators since 1825.

**Available in:** GBP (UK) & EUR (Ireland).



Costa Coffee was born in 1971 when Sergio and Bruno Costa arrived in London with a burning desire to make great-tasting coffee a part of everyday life. Fast forward to today, they have over 50 years of experience crafting the finest quality coffee and are a household name across the UK.

**Target Demographic:** Predominantly millennial, 15 – 45 year-olds.

**USP:** The UK's favourite coffee for over 50 years.

**Available in:** GBP (UK).



At Côte, their brasseries are a modern take on Parisian all-day dining. They're passionate about French cuisine and have sought to bring a little of that rich brasserie culture and tradition to the UK.

**Target Demographic:** Adults, families and business lunches.

**USP:** Authentic French classics, freshly cooked from the highest quality ingredients.

**Available in:** GBP (UK).

# EVERYMAN

Everyman began life in the 1930s and has grown from a single cinema in Hampstead, London, to 47 cinemas across the UK. Our cinemas feel different from the moment you arrive, offering a truly unique experience that combines luxurious seating, great bars, delicious food and great hospitality.

**Target Demographic:** Everyman is for everyone, they create a warm and friendly atmosphere with fantastic hospitality.

**USP:** Everyman is redefining cinema with an innovative lifestyle approach to their venues.

**Available in:** GBP (UK).



Hotels.com gives travellers one of the widest selections of accommodation on the internet, including both independent and major chain hotels, as well as self-catering in hundreds of thousands of properties worldwide.

**Target Demographic:** Jet-setters of all ages.

**USP:** 85 websites in 34 languages and lists over 325,000 hotels in approximately 19,000 locations.

**Available in:** GBP (UK), AUD (Australia), SEK (Sweden). Speak to us about USD and CAD opportunities for a referral.

# JO MALONE

## LONDON

Jo Malone London is a British fragrance and lifestyle house synonymous with simple, elegant colognes, candles and bath and body products created to celebrate the spirit of generosity and gift-giving.

**USP:** Ambassadors include Adwoa Aboah and Sophia Richie-Grainge

**Available in:** GBP (UK)

The logo for London Theatre Direct, featuring the words "LONDON THEATRE DIRECT." in white, bold, sans-serif capital letters on a solid purple rectangular background.

**LONDON  
THEATRE  
DIRECT.**

Established in 1999, London Theatre Direct is one of the UK's leading ticket retailers and distributors. As one of the first companies to sell theatre tickets online in the UK, London Theatre Direct continues to innovate using new technologies bringing the best theatre offerings to their customers.

**Target Demographic:** Theatregoers of all ages – something for everyone!

**USP:** Always innovating - the first ticket seller in the world to accept Bitcoin as a form of tender.

**Available in:** GBP (UK)

The logo for Nasty Gal, featuring the words "NASTY GAL" in a black, handwritten-style script font.

Nasty Gal started in a tiny San Francisco apartment. Thirteen years later, they've moved to LA, and are bigger and better than ever. Nasty Gal now carries new clothing, shoes and accessories under their own label - all for gals who know how to own it and have the confidence to be themselves.

**Target Demographic:** 16 – 30-year-olds looking for modern fashion.

**USP:** Bold, edgy, and affordable fashion targeted towards young women who want to stand out with daring styles and statement pieces.

**Available in:** GBP (UK), USD, (USA).



With more than 35 years of experience selling toys to millions of families throughout the UK, there's not much The Entertainer doesn't know about what Children want! The Entertainer are experts in what kids love, and their winning combination of fair prices, great special offers, and excellent customer service means they're a favourite with Mum's and Dad's too.

**Target Demographic:** Families and children.

**USP:** They offer a wide range of toys and focus on family values, all while committing to ethical policies, like a dedicated autism hour for children with autism to shop.

**Available in:** GBP (UK).



Across their five RHS gardens, they welcome more than three million visitors each year to enjoy over 34,000 different cultivated plants. Events such as the world-famous RHS Chelsea Flower Show, other national shows, their schools and community work, and partnerships such as Britain in Bloom all spread the shared joy of gardening to wide-reaching audiences.

**Target Demographic:** The RHS are firm believers that you don't need a garden to be a gardener, from a single houseplant to a small balcony or a grand garden, if you're growing – you're a gardener!

**USP:** Since their formation in 1804, the RHS has grown into the UK's leading gardening charity, touching the lives of millions of people.

**Available in:** GBP (UK).



Over 25 years ago, Chrissie Rucker had a vision: to create a company that specialised in stylish, white homewares, combining the highest quality with affordable prices. She envisioned creating a seamless shopping experience across every channel, from beautiful stores to online, making customers feel wonderfully welcome at every touchpoint.

**Target Demographic:** 25+ year-old women.

**USP:** Specialise in stylish, white homewares, combining the highest quality with affordable prices.

**Available in:** GBP (UK).



Urban Pubs & Bars was founded in 2014 by Nick Pring and Malcolm Heap and has since expanded to an estate of 42 pubs, bars and restaurants across London. Our ethos focuses on acquiring the best sites in the right locations and recruiting exceptional operators who are as passionate about food and drink as we are.

**Target Demographic:** 60% millennial audience across London.

**USP:** Whether you're in the mood for pizza & ping pong, cocktails in the city or great food in a suburban gastropub, we've got the perfect venue for you.

**Available in:** GBP (UK).



Inspired by fast-paced Japanese ramen bars and a celebration of Asian food, wagamama burst into life. 'Kaizen', meaning 'good change' is the philosophy that sits right at their heart; it shapes every dish they create and pushes them to find better ways in all they do.

**target demographic:** Millennials, families and solo diners.

**USP:** wagamama is committed to sustainability, transforming leftover food into biofuel and redesigning takeaway packaging to be more widely recyclable.

**available in:** GBP (UK).