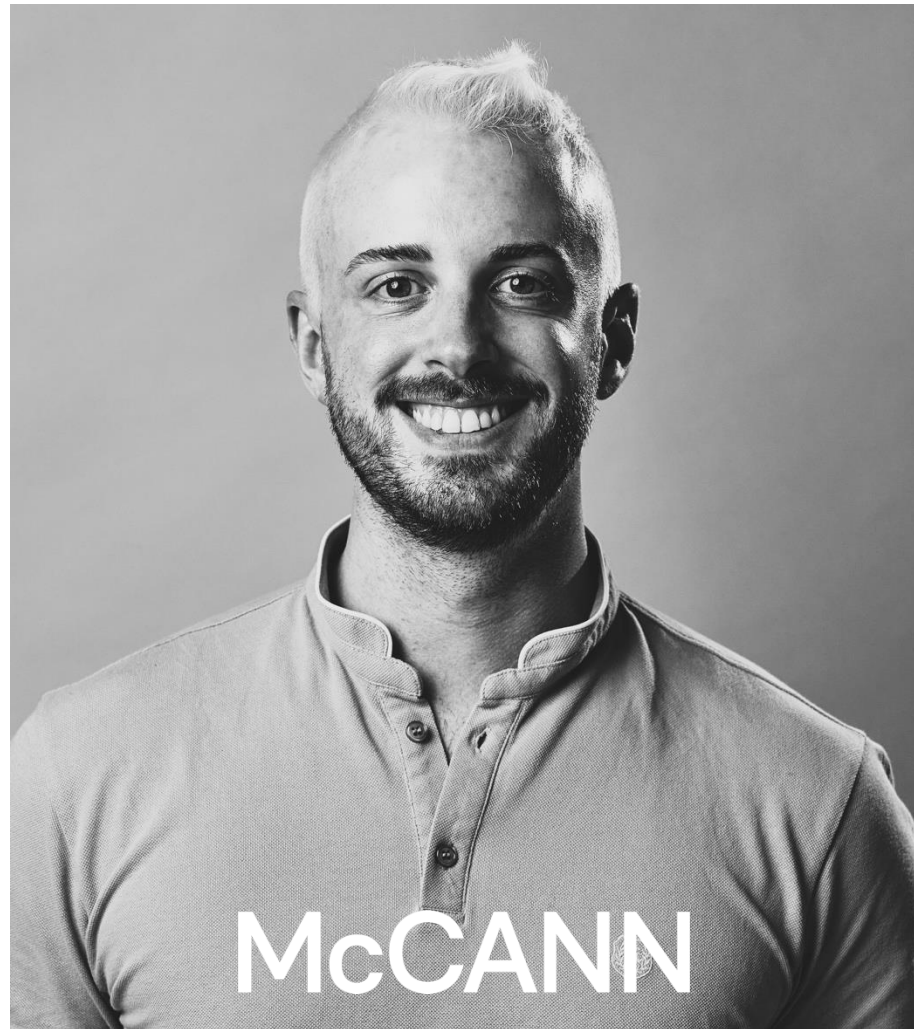


FUELLING YOUR RE-BRAND WITH CONSUMER INSIGHTS

THE MATALAN STORY





1.

**TRUTH HUNTING FOR
OUR NORTH STAR**

2.

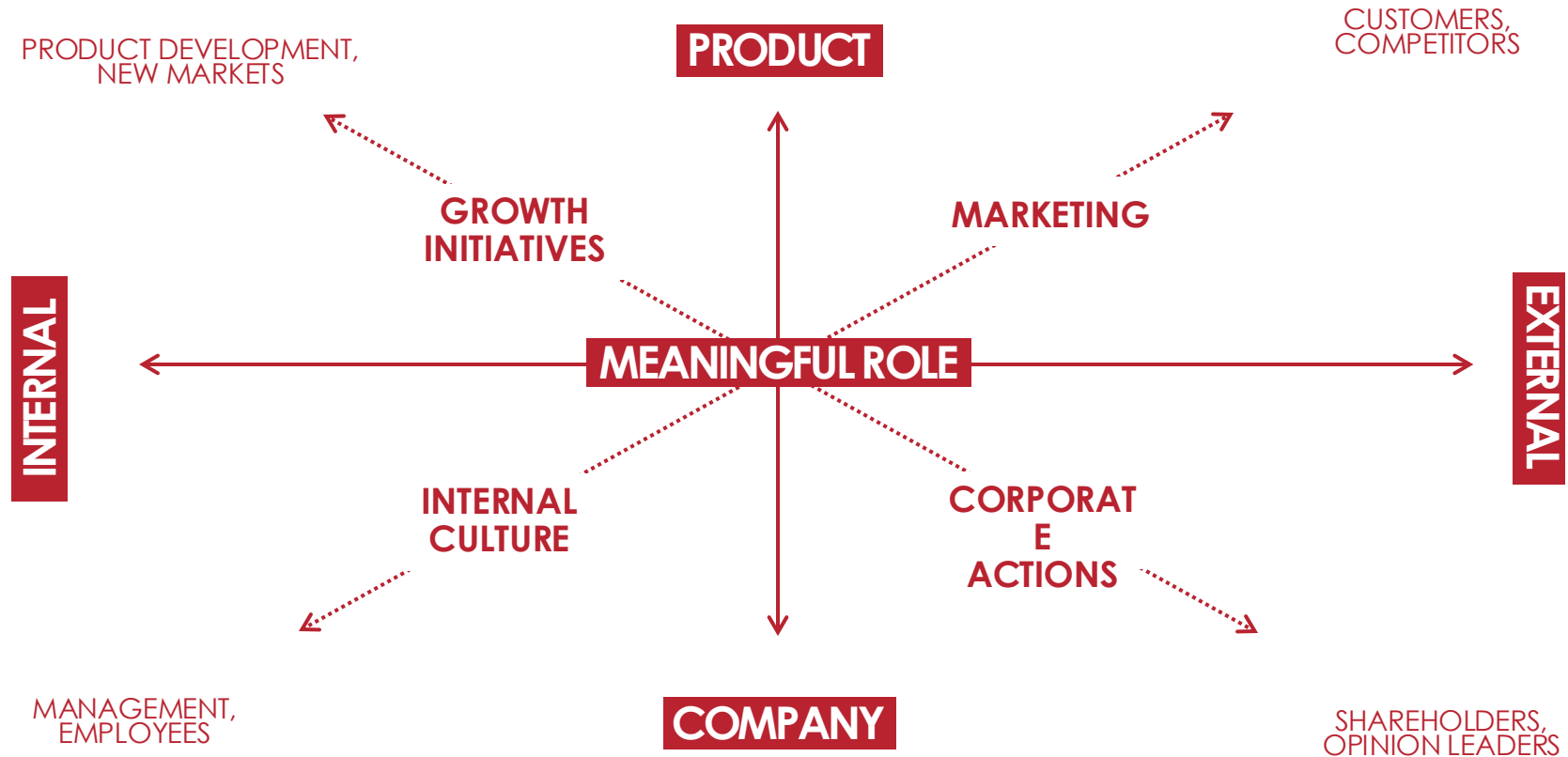
**LAUNCHING
WITH IMPACT**

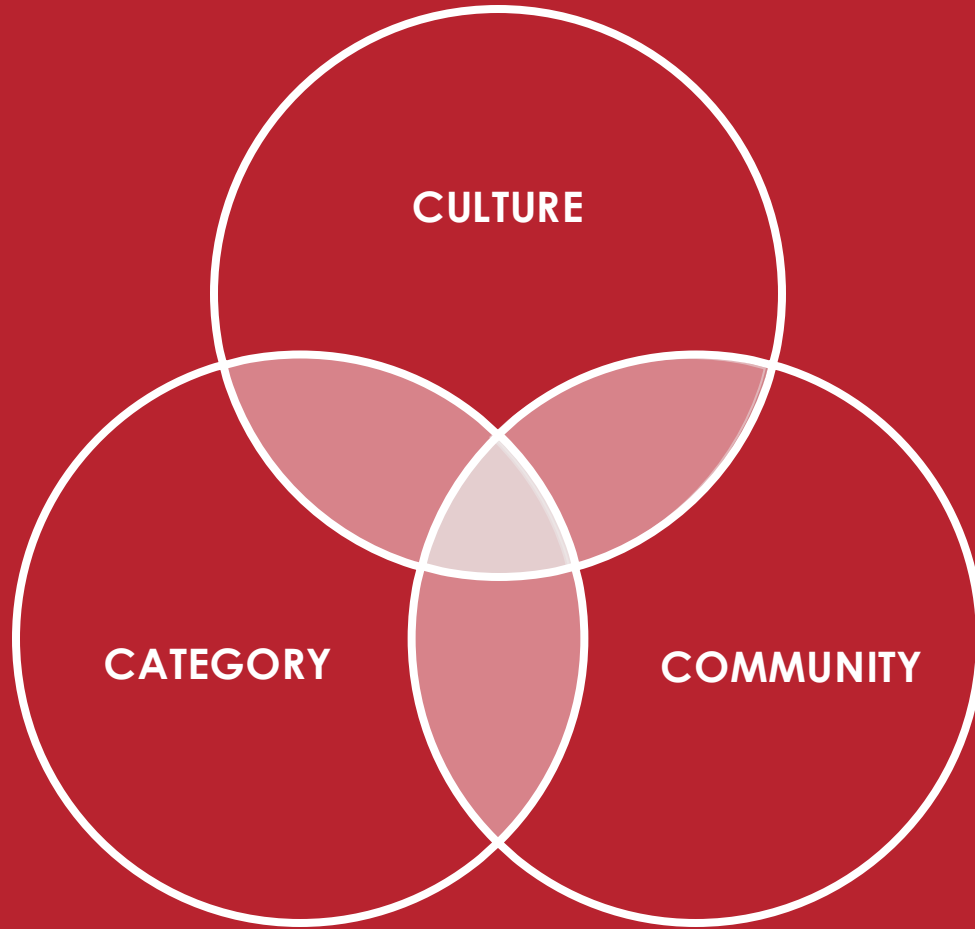
3.

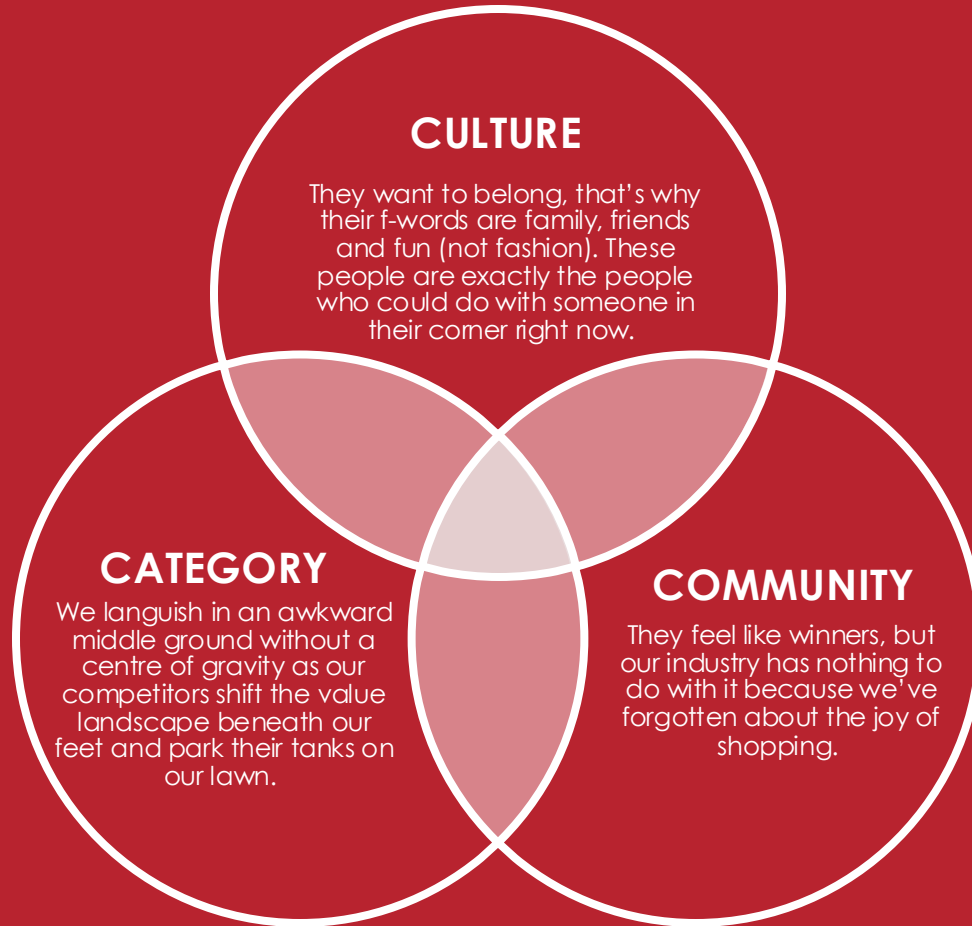
**WHAT'S TO
COME**

4.

Q&A







A photograph of two women sitting outdoors at a table, laughing heartily. The woman on the left is wearing a pink and black patterned dress, and the woman on the right is wearing a blue and white patterned dress. They are both smiling broadly. The background shows a blurred outdoor setting with trees and a building. The text is overlaid in the center of the image.

**THEY WANT TO LOOK AND FEEL
GOOD, BUT THEY'RE STUCK IN A
CYCLE OF PRIORITISING OTHERS AND
FORGETTING THEMSELVES.**

CORE TRUTH



**PROUDLY PUTTING
EVERYDAY FAMILY
HEROES FIRST**

BRAND PURPOSE



A photograph of four women relaxing on a beach. They are sitting on lounge chairs, smiling and talking. The woman on the left is wearing a yellow bikini. The woman next to her is wearing a red tank top. The woman in the center is wearing a black hat and sunglasses. The woman on the right is wearing a floral bikini and large pink headphones. There are beach umbrellas and a drink in the foreground. The background shows the ocean and a clear sky.

**WE GET IT,
WE'VE GOT YOU**

BRAND PLATFORM

MATALAN

FAMILY | FASHION | HOME



**WE'RE NOT
CENTER
PARCS**

WE'RE MORE LOCAL
PARK. THAT BIT OF
FRESH AIR, ALL DAY

**WE'RE NOT
EXCLUSIVE SANDALS
RESORT**

WE'RE MORE
ALL-INCLUSIVE IN
LANZAROTE

**WE'RE NOT PRIM
& PROPER 2.4
CHILDREN**

WE'RE THE MATALAN
FAMILY: LOUDER,
PROUDER & DOWN TO
EARTH!

POOLSIDE COOL





BACK *FROM*

A group of children in school uniforms are walking along a paved path towards a school gate. In the foreground, a young boy in a light blue shirt, striped tie, and grey shorts walks with a backpack and a water bottle. Next to him, a girl in a red sweater and grey skirt carries a colorful backpack and a lunchbox. To her right, another girl in a white shirt, striped tie, and black skirt walks with a blue jacket tied around her waist. Other children and adults are visible in the background near a black metal gate with a blue and yellow mural. The scene is set outdoors with trees and a brick building in the background.

**2 PACK
SCHOOLWEAR
FROM**

£4

2 pack schoolwear from £4. Prices locked since 2023.

BACK FROM SCHOOL



AUTUMN'S MARATHON OF MISSIONS



**HALLOWEEN
DRESS UP
FROM**

£12



HUNS ALOUD





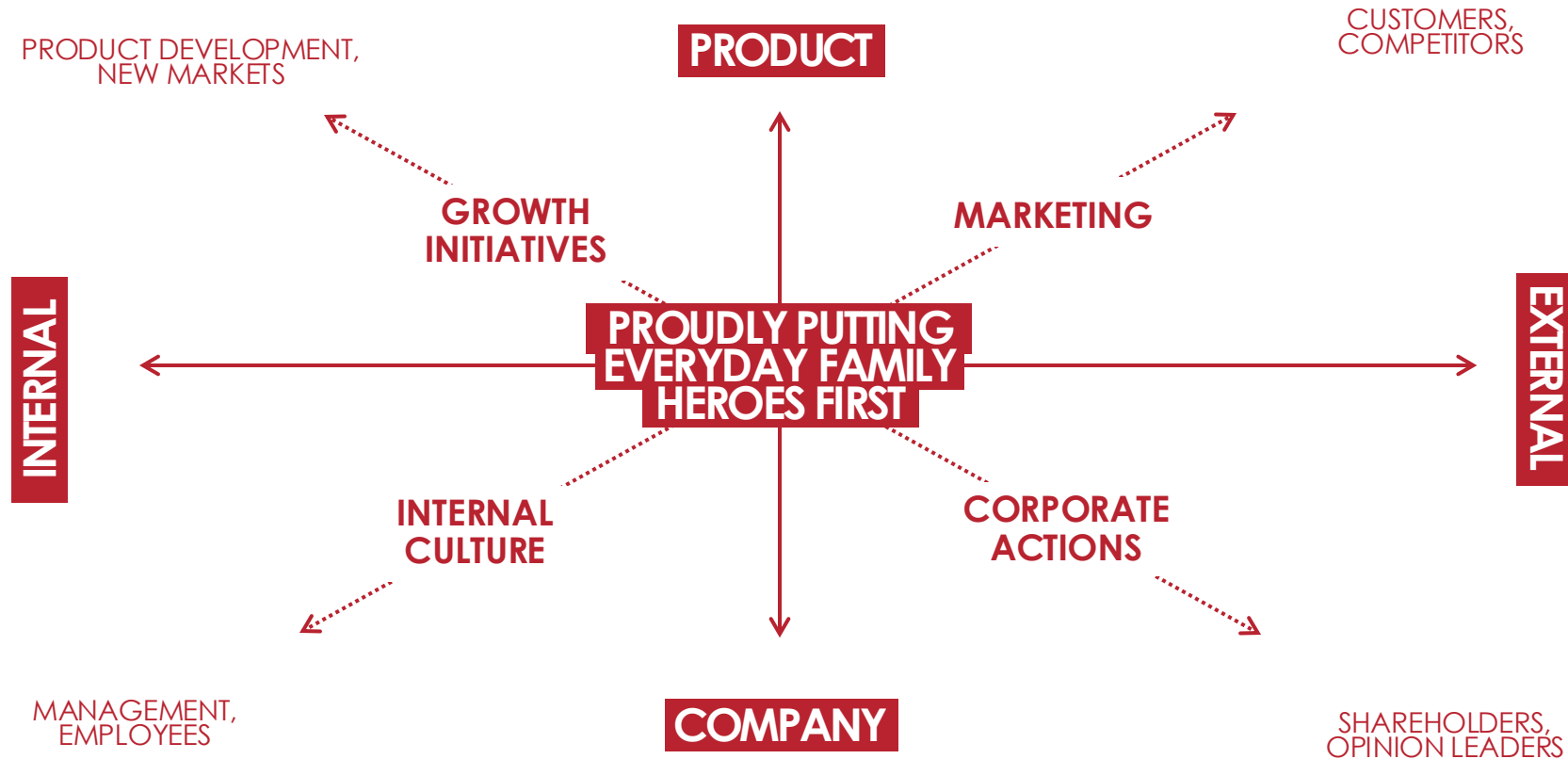
We've seen Mark & Spencer,
met Mat & Alan but are you
ready for John & Lewis?



MEET PRI & MARK 💙







THANK YOU