

JD Sports unveils menswear fascia Open ahead of roll-out

Stevenage store is the first of 10 branches planned to open before the end of the year

BY GEMMA GOLDFINGLE

JD Sports' new menswear fascia Open has launched its first store and plans more branches for the value format ahead of Christmas.

The 2,000 sq ft shop in Stevenage, which opened on Saturday, is the first of 10 Open stores that will begin trading before the end of the year.

It has already signed for shops in Trinity Leeds, Manchester Arndale and Silverburn in Glasgow.

Open is targeted at 20- to 30-year-old men and sells own-brand product. Price points are low at £5 for a basic T-shirt and £20 for jeans.

Open managing director Stephen Galea said: "We are sitting in a similar place to Topman, River Island, Next and at the lower [priced end] Blue Inc and New Look."

Despite Open's sharp prices, Galea said it had "more of a premium feel" in terms of store design.

Galea maintained that there was



Open's own-brand products are competitively priced as it goes up against retailers such as River Island and Topman

room for a new player in the menswear market, from which retailers exited or downsized during the economic downturn.

He said: "There's been a lot of consolidation in menswear brands. Independent stores have gone by

the wayside, brands have gone into administration and there haven't been many menswear-only concepts launching in the past five years."

Open will capitalise on parent company JD's infrastructure, and its

product will be available to click-and-collect in all the retail group's stores, including Blacks, Millets, Bank and Scotts.



To see an Open store picture gallery visit retail-week.com