



Our Brand

Born in 1998, in London's famous Camden Market

A brand with a passion for making beautiful handbags and accessories, Radley London blends creative design, quality materials and immaculate craftsmanship

With designs in the finest leather as well as playful prints, every piece is made with the **perfect balance of style and functionality**

Taking inspiration from the spirit and style of London, the products are designed in-house

Our Designers Our in-house designers are a talented team based in our London

Our in-house designers are a talented team **based in our London Design Studio**

Taking inspiration from the streets of London, exhibitions, design trips and catwalk trends to create new Radley London collections that are combined with iconic shapes and classic silhouettes

"What makes a great handbag? Quality craftsmanship, attention to detail and amazing design both inside and out. The size, colour and shape are obviously important, but the handbag has to work with the needs of modern life."

Zizi, Head of Design











Our Products

Radley London is more than just a handbag brand.

We offer the same expert design and craftsmanship across these categories:

Handbags

Small Leather

Goods

Gifting

Footwear

Luggage

Jewellery

Eyewear

Accessories

Our Brand Pillars

These brand pillars are what we stand for:

Women of Spirit

We celebrate and support women who are working to make a real difference in the world: the leaders, the freethinkers and the voices for change that inspire us every day

Craft & Design

We share stories of inspiration, attention to detail and craftsmanship directly from our London Design Studio

Style Notes

We give style inspiration to our customers. From catwalk trends to timeless looks, we help them wear our designs their way

People & Planet

We're committed to our people and our planet, from taking steps in sustainability to working with our charity partners









Our Customers



CORE AUDIENCE - THE MODERN LOYALISTS

- Buys Radley because it is her superior choice
- Aspires to be sophisticated, elegant and refined
- A modern, independent woman age 40+
- Cares about her appearance but does not follow trends
- Wants the best in her life
- Uses Facebook and Instagram



TARGET AUDIENCE - THE STYLIST

- Buys Radley because it is a smart choice
- Ambitious and considers herself a style leader
- Confident, independent woman age
 30-40
- Lives life to the fullest, is curious and wants to try new things
- An avid sharer and follower on social media
- Brand and fashion conscious









Our Channels

Our brand in 2021 is a brand first, digital led business focused on continuous global growth

Over 20 stores in the UK and Europe, across premium and outlets

Currently ship to over 40 countries worldwide

Our focus going forward is to build on our **franchise and wholesale partnerships i**n both the UK and internationally

Current partners include Macys, John Lewis, Selfridges, Next and QVC

Our Global Growth

UK

USA

CHINA

THAILAND

AUSTRALIA

ITALY

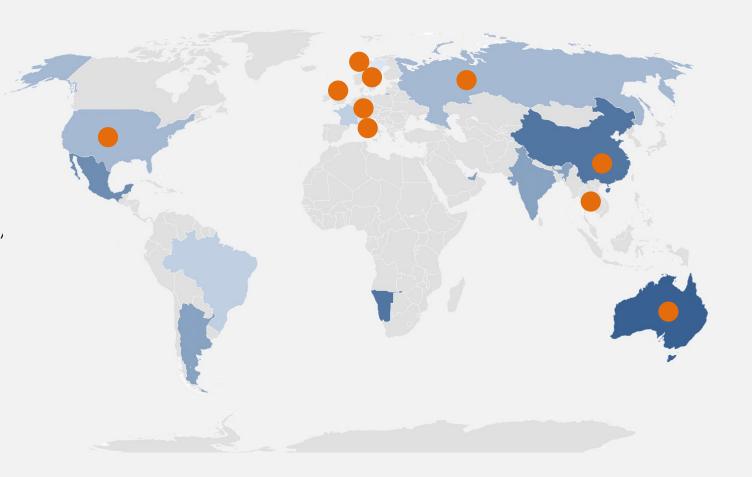
GERMANY

RUSSIA

SCANDINAVI

BALTICS

MALTA



UK RETAIL

27 Retail Doors

9 Global Websites

UK WHOLESALE

John Lewis

QVC

Selfridges

Next

Shop Direct

100+ Independents

INTERNATIONAL WHOLESALE

Macy's 200 doors (USA)

QVC's global markets

TMALL Global (China)

Coin 12 doors (Italy)

Karstadt 26 doors (Germany)

Stockmann 5 door (Russia)

100+ DISTRIBUTOR DOORS

Minor (Thailand)

Acc3ss OY (Scandinavia & Baltics)

Classic Group (Malta)

Bluebell (Malaysia)

100+ TRAVEL RETAIL LOCATIONS

Dufty

Heinermann

Harding Brothers



Our Campaigns

For 2021 Radley London is elevating the brand with new photography and storytelling

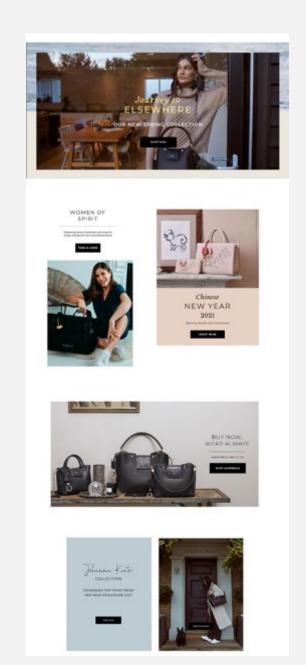
New editorial tone of voice and clear visual aesthetic

Celebrating the quality and craftsmanship of the brand

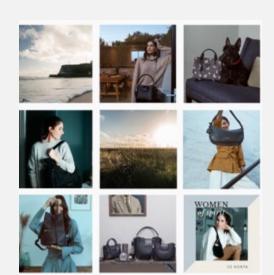
Relaunching the Women of Spirit campaign, to show what we stand for and what makes us unique

Global campaigns to launch new collections, bringing the inspiration behind the collections to life

Increased digital comms across emails, paid advertising and organic social channels







Social



Email







Our Photography





















Our Social Community

Our daily content showcases Radley's home in London to over 360,000 social followers

<u>Instagram</u>

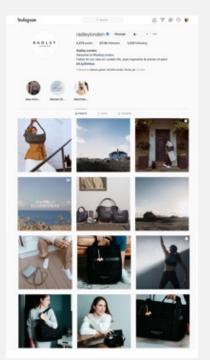
67,152 followers

95% female

41.5% UK based

38% aged 25-34; 28% aged

35-44



Facebook UK

173,376 fans

96% female

67.2% UK based

28% aged 35-44; 26% aged

45-54

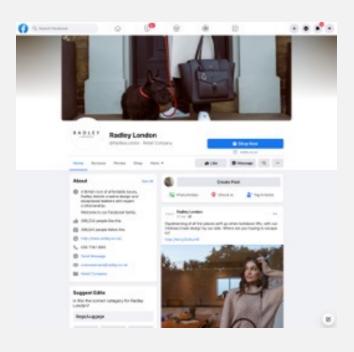
Facebook US

19,130 fans

98% female

32% aged 35-44; 29% aged

45-54



Our Press Coverage

Our collections have given us extensive global PR coverage

STYLTST





Handbags That You Need To Put To The Test In 2021

THE RESERVE OF THE PARTY OF THE

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Good Housekeeping



woman&home



People

This Pippa Middleton-Loved Handbag Brand Rarely Goes on Sale — but Tons of Styles Just Got Majorly Marked Down

Score deep discours during Amopon Prime Store

And on the first one on the following the spiritual and become advantable of

The present of an encryptionally designed bandling de-set go constitued, shall while were found to eight across occurring to autoffice fashion for function, theory wis under the code found that's proving the two are not encludy.

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Mail Online



MoPhee carried her essential belongings in a teather cross-body bag from Sadles London and she showcased her fresh peditione in a pair of braided white sandals.

Our Collaborations

Radley London has long-standing experience working with celebrities and influencers, including Women of Spirit - all distinctive, unique and aligned with our values

We are proud to support good causes, partnering with charities including Dogs Trust and The Prince's Trust









Our In-Store Community

Our store events focus on building relationships with our community by giving them the opportunity to connect with our products in real life. Events include:

- Radley dog meet and greets
- Pop-up activations
- Fashion events and shows













Thank You