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F&F
Turning 'just value clothing' into fashion retailer of the year

In 7 years, we transformed F&F from a functional, 'clothing at Tesco' product, to an international fashion brand. The brand witnessed a genuine step-change in consumer perception, growing F&F to the world's second largest fashion brand by volume, sold in over 2,300 stores in 23 different countries.

In 2016, F&F was voted 'International Fashion Brand of the Year' at the prestigious Drapers Awards.

[Watch the ad](#)

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