

## Channel 4 makes seven-figure investment in The Idle Man



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**October 2016: Foresight Group (Foresight) portfolio company, [THE IDLE MAN](#), is pleased to announce that Channel 4's Commercial Growth Fund has invested a significant seven-figure sum of commercial airtime to help accelerate its 100% YOY growth.**

The investment will be used to launch the brand across the Channel 4 network with The Idle Man's first ever TV ad campaign launching this week. [Click here to view the [30 second TV creative](#)].

Channel 4's Commercial Growth Fund offers high growth potential brands not currently advertising on TV at scale, the opportunity to accelerate their growth through TV promotion across its marketing platforms, in exchange for an equity or revenue share in the business.

Vinay Solanki, Head of Channel 4's Commercial Growth Fund, commented: "We are very impressed with The Idle Man's management team and its recent strong growth, and are delighted to be working with them. We believe that TV driven brand awareness across our Channel 4 network will help expose this burgeoning business to our core young, upmarket audience, particularly as they invest more deeply into their brand. We hope our investment will help The Idle Man to secure themselves as a key player in the online men's fashion retail market."

## PRESS RELEASE



Alex Outlaw CMO at the The Idle Man said: “We are delighted to welcome Channel 4 to our investment portfolio. Their backing, alongside Foresight Group, and prominent angels is proving transformational for The Idle Man, and will allow us to continue our ambitious expansion plans for the next year and beyond. We hope the public enjoy our TV campaign which is all about helping men dress well, or as we like to say: #StyleMadeEasy”.

With year on year growth of over 100% in sales and a 500% growth in visits to the site, The Idle Man goes from strength to strength. The company has continued to invest heavily in its own label range and marketing to build an exciting brand aimed at young men aged 25 to 35.

Oliver Tezcan, CEO & Founder of The Idle Man commented: ‘Our second year of trading has been an amazing success, our customers are now fully engaged with us and it has been exciting to see our company progress in a relatively short period of time to be in such a great position. Investing in our own line and being able to communicate with potential new consumers across every available channel has been a priority for us since day one, and all those involved have delivered collections and concepts that are both forward thinking yet attainable and incredibly relevant.’

Rodney Appiah, Senior Investment Manager at Foresight said: “We are delighted to be partnering with Channel 4 during an exciting time for The Idle Man. We look forward to introducing The Idle Man to Channel 4’s growing and discerning TV audience, particularly in the lead up to Christmas.”

ENDS

Notes to editors

### **About The Idle Man**

[The Idle Man](#), is an online destination for twenty-something fashion-savvy men, launched just over two years ago by [Oliver Tezcan](#) and [Alex Outlaw](#). With a focus on timeless staples and respected brands, The Idle Man looks to bring a considered edit of no-nonsense clothing to make men’s shopping experience straightforward and stress free. Since its inception, it has seen rapid growth with the site now attracting close to 1 million visitors a month. Combining content and commerce has enabled [The Idle Man Manual](#), the sites in house blog, to become one of the biggest mainstream fashion websites in the UK delivering both brand awareness and sales.

### **Find us at:**

**Website:** [TheIdleMan.com](http://TheIdleMan.com)

**Store location:** 97 Leather Lane, London, EC1N 7TS - <https://goo.gl/maps/RVLq6eJmMh82>

**Facebook:** [@idle](#)

**Twitter:** [@idle](#)

**Instagram:** [@idle](#)

**Snapchat:** [@TheIdleMan](#)

**Agency: Wordley**

## PRESS RELEASE



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