

# JD Sports Launches Competition To Find Miss Apple Bottoms



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Author: Kim Jones

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To celebrate the arrival of the hot new range of Apple Bottoms landing in JD Sports this September, JD has teamed up with the funky fresh brand to find their very own Miss Apple Bottoms.



Founded by the American Hip Hop master mind, Nelly, [Apple Bottoms](#) serves up the freshest gear to trendsetting women of all shapes and sizes, with their motto being: "A woman should not try to fit the clothes; the clothes should fit the woman". With this in mind, Apple Bottoms and [JD Sports](#) are looking for one girl to be the perfect fit and become the face of this stylish new range for this autumn.

The selected finalists will get to attend a casting day and then the winner will take part in their own exclusive photo shoot in the latest Apple Bottoms collection.

The winner of this exclusive competition will then feature in her very own advertising campaign and receive a year's supply of the notorious [Apple Bottoms jeans](#) and her swanky new pictures to keep.

But that's not all; Apple Bottoms is also offering a pair of its [womens jeans](#) signed by the main man himself, Nelly. This is a money can't buy prize and one certainly not to be missed. Internationally admired and worn by celebrities including Ashanti and Fergie as well as being featured on Americas next Top Model.

Full details on how to enter, along with terms and conditions are available through the JD Sports website [jdsports.co.uk/applebottoms](http://jdsports.co.uk/applebottoms).

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Notes to Editors

JD Sports Fashion Plc is the leading UK specialised multiple retailer of fashionable branded and own brand sports and casual wear. The company operates over 350 stores through the UK.

John David Sports was founded in 1981 with one shop in Bury. It expanded into the Arndale Centre in Manchester in 1983 and consolidated its position throughout the 1980s with further openings, largely in the North and Midlands. The first London store was opened in Oxford Street in 1989 and by the time of JD Sports' stock market flotation in 1996 there were 56 stores.

The business continued to grow organically until 2002 and then grew further with the acquisition of over 200 stores, further consolidating its position as the leading UK retailer of fashionable sports and casual wear.

As well as offering customers leading brands such as Nike, Adidas Originals, Lacoste, Converse and K-Swiss, JD Sports also stocks 'own-label' brands.

**For further information please contact:**

Kim Jones  
JD Sports Fashion PLC  
Hollinsbrook Way

Bury  
BL9 8RR  
0161 767 1659  
[www.jdsports.co.uk](http://www.jdsports.co.uk)