

Our buyers set the same prices for johnlewis.com (and John Lewis Direct catalogues) as for our John Lewis department stores.

By shopping direct, you have the benefit of home shopping convenience, quick delivery and guaranteed service. Occasionally you may find a temporary difference in price when one of our department stores is matching a local competitor.

We do not apply our 'Never Knowingly Undersold' pricing slogan to our internet and John Lewis Direct catalogue prices. Such retailing makes straightforward comparisons with conventional shops difficult. We are unable to verify the availability and comparability of the goods or the standards of service and support that are offered by internet and catalogue competitors.

However, you can always be assured of the same dedication to competitive pricing and exceptional value you find in our department stores.

Leaflet in large print or audio format

Please ask our staff if you need this leaflet in an alternative format and we will be happy to provide it.

Prices at John Lewis



This leaflet explains the phrases we use in our 'Never Knowingly Undersold' notices in our shops. It also sets out our pricing policy for goods purchased via John Lewis Direct either online or from our catalogues. If you would like further information, please ask.

We set very competitive prices for all John Lewis department stores.

Our buyers set prices so that it is unlikely you will find the same product selling for less in other UK shops.

We constantly check prices in local shops and if we find the same item cheaper, we lower our price to match, even during Sales.

The branch checks the prices of shops in the local area that customers might realistically cover during a single shopping trip. Details of the area covered are available on request from Customer Services in your local branch.

If we find another shop within this area selling at a lower price the same product that is part of our own standard offer, the branch will lower its shelf price to match. As a result all our customers benefit from the lower price, not only those who spot the difference.

The comparison must be with exactly the same item (brand, model, colour, size etc) and we expect the competitor to offer the same availability on the item as we do (eg they have it in stock if we have it in stock).

We match the shelf-edge price at which the competitor displays the item for sale to customers generally, but not a negotiated or special price for particular individuals (eg their store card holders).

We expect the goods to be offered on equivalent terms, and so we take into account any 'hidden extras' charged by the competitor, such as delivery charges for items that normally have to be delivered.

Our commitment to checking and lowering prices applies on the same basis to products in our competitors' Sales. Where a competitor has a very short term promotion lasting only one or two days, we may not have enough time to check and change each price. However, our refund promise (see opposite) still applies.

We do not price match in respect of outlets which are not normal shops, eg membership clubs, market stalls, duty free shops, mail order catalogues or the Internet. Similarly, we do not match closing down sales as these are not trading as normal shops.

Find the same item selling for less in any UK shop, and we will refund the difference.

As we do not wish you to regret buying from us, we allow you up to 28 days from the date of purchase to claim this refund.

We meet such claims on the same basis as the price checking by our branches described above. In addition our promise to you extends beyond the local area to cover any normal shop in the UK (where you find the same item on display at a lower shelf-edge price with the same availability and terms).

While we normally try to obtain special order lines which are not part of our standard offer, we reserve the right to refuse such orders where it would be uneconomic for us to do so.