

ANNE-MARIE

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NEW LOOK



NEW LOOK ANNOUNCES EXCLUSIVE ANNE-MARIE X NEW LOOK COLLECTION FOR AUTUMN WINTER 21

Following the recent reveal of Anne Marie as a brand ambassador for AW21, New Look is excited to announce the launch of the Anne-Marie X New Look collection, her first fashion collaboration with the brand. The multi-platinum selling artist and 'The Voice' judge worked closely with New Look's in-house design team to create her exclusive debut collection, which embodies the unique aesthetic she is renowned for by both her fans and contemporaries.

The collection comprises over 30 styles, along with a selection of bags, shoes and accessories. Key must-haves include the pink fur trim coat, the zebra print co-ord and the oversized slogan tracksuit. Bold prints, playful motifs, eye-catching design details, and of course the occasional pop of pink, take centre stage, bringing her much-loved style to the New Look customer.

Tapping into both the star's super-glam looks as well as her 'off duty' style, the collaboration has something for every customer, from cool co-ords through to denim staples, comfy sweats and positive slogan tees.

Anne-Marie says, "I've shopped at New Look since I was a teenager, so I couldn't be more excited to work with a brand that I have grown up with. I loved working together with the team - it was such an exciting design process, from going back and forth with initial ideas, to seeing the finished samples. I'm a bit of perfectionist, so I really enjoyed being able to make all the final adjustments to make sure everything fitted just right. Now, I can't wait to see people on the street wearing my stuff!"

Anica Wislawski, Senior Head of Design at New Look, says, "We've always crushed on Anne-Marie's style, so getting to work with her was a dream come true for me and the team. She arrived, buzzing with energy, armed with incredible ideas and took to the design process like a pro. She has such a strong sense of who she is, what she likes and what looks good on her, which shines through in the collection. We're so proud of our first collaboration, there really is a little bit of Anne-Marie in every single piece and we can't wait for our customers to see the collection!"

Anne-Marie X New Look will be available from 4th October 2021 on [newlook.com](https://www.newlook.com) and in selected stores across the UK and Ireland*

[newlook.com/annemariecollection](https://www.newlook.com/annemariecollection)

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NOTES FOR EDITORS

ANNE-MARIE

Anne-Marie's meteoric rise to stardom has seen the former 3 x world karate champion and West End child star go on to become one of the world's most-loved and successful pop stars. The multi-platinum-selling artist has enjoyed huge success with a string of chart-busting singles over her career to date. Her 2018 debut album, 'Speak Your Mind' became the year's biggest-selling debut release in the UK having sold over four million copies, globally. From dominating the airwaves, to gracing our screens, Anne-Marie made her prime-time debut as a new judge on talent show The Voice this year and this Summer sees the much-anticipated release of her second studio album, 'Therapy'. Over her career to date, Anne-Marie has become a BRITs Critics Choice finalist; Nordoff Robbins 'Best Newcomer' winner; 9 x BRIT Award nominee; and is an official ambassador of The Princes Trust and Mind Charities.

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*Anne-Marie X New Look will be available to buy in the following stores:

Belfast, Victoria Square
Birmingham Fort
Birmingham, Bull Ring
Blanchardstown
Bluewater
Bournemouth
Braehead
Bristol, Cabot Circus
Broughton Park
Cambridge, Lion Yard
Cardiff, St David's
Chelmsford
Coventry, Arena Park
Coventry, Lower Precinct
Denton, Crownpoint
Derby
Dublin, Jervis
Dundee , Overgate
Edinburgh Fort
Exeter, Princesshay
Galway
Glasgow, Buchanan St
Ipswich Buttermarket
Jersey
Lakeside
Leeds, Trinity Quarter
Liverpool One
London, Westfield Stratford
London, Westfield White City
Manchester, Arndale
Manchester, INTU Trafford Centre
Meadowhall
Milton Keynes
Newcastle-Upon-Tyne
Norwich, St Stephen
Nottingham, Listergate
Peterbgh Queensgate
Plymouth
Silverburn, Pollok
Silverlink
Stoke-on-Trent, Festival Retail Park
Swansea, Morfa Retail Park
Truro
Watford, INTU Centre
York, Blake St