

NEW LOOK MARKS THE START OF THE SEASON WITH FIVE NEW BRAND AMBASSADORS FOR AUTUMN 2021

New Look is delighted to announce Anne-Marie, Emily Attack, Mahalia, Lauren Nicole and Laura Kennedy as new ambassadors for the brand.



Anne-Marie
NEW LOOK

Spanning the worlds of music, television, content creation, and beyond, each ambassador brings their own unique personality and style to the campaign, whilst all portraying the collective sense of hope and freedom in the season ahead.

The creative sees them in their own personal environments, caught in spontaneous moments, all celebrating the incredible feeling of finding that perfect look.



Emily Attack
NEW LOOK



Mahalia
NEW LOOK

In the spirit of embracing their individuality, each ambassador will work with the brand in different ways which will be revealed over the coming months. September 2021 sees the

launch of the 'Loves' edits, a selection of pieces curated by each ambassador, to inspire customers to view the New Look AW collection through different lenses.

From Anne-Marie's quilted Puffa to Lauren's midi knit, Emily's adorable heart motif pieces to Mahalia's checked co-ord, all the seasonal-must haves are covered by New Look's leading line-up.



Lauren Nicole
NEW LOOK



Laura Kennedy
NEW LOOK

Alongside these very familiar faces, the campaign will also introduce Laura Kennedy, one of the brand's very own members of staff, in her debut campaign. Working in New Look's distribution centre in Lymedale, Laura represents the 30-strong #NewLookers team who are based across the breadth of the UK and deliver a daily dose of style inspiration to New Look's local audience. Laura's presence in the campaign embodies the importance of the brand's dedication to its local communities and its firm commitment to our beloved high streets throughout the UK.

Clare Dobbie, Chief Customer Officer at New Look says, *"The new campaign represents an inclusive celebration of unique yet complementary personalities that inspire that New Look feeling in ourselves, and each other. We're proud of our cast of incredible, strong women who we see as an extension of our diverse community of customers and colleagues. We've had a great time getting to know them all throughout this campaign and we're excited to see them bring our New Look collections to life throughout the seasons to come."*

The AW21 campaign and collections will launch on the 2nd September on [newlook.com](https://www.newlook.com) and in stores from Monday 6th September.

www.newlook.com/newlookcommunity

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MEET THE CAMPAIGN STARS

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.

EMILY ATTACK

Boasting many strings to her bow, Emily Attack is a widely renowned actor, comedian, writer and TV host. After winning the hearts of the nation in the most successful series to date of I'm A Celebrity Get Me Out Of Here in 2019, Emily launched her very first self-titled sketch and stand-up series, The Emily Attack Show, in 2020. This quickly became ITV2's biggest ever debut series for a female comedy show. This year Emily joined the critically acclaimed BBC One prime time show, This Is My House as a regular panellist and she can also be seen on Keith Lemon's hysterically irreverent show, Celebrity Juice, where she holds the prestigious position of Team Captain. Not content with ruling the world of TV, Emily took her first foray into the live comedy circuit with a sell-out tour 'Talk Thirty to Me' in 2019 and will return to the stage for her second comedy tour, 'Emily Attack has left the Group' this September.

MAHALIA

Mahalia Burkmar was always destined to make her mark on the music scene. Born in Leicester to musically talented parents, she was signed to Asylum Records by the age of 13. The last few years have seen the singer tour internationally both as a support act and a headline name, collaborate with well-loved artists such as Burna Boy, Ella Mai and Little Simz and release her long-awaited debut album, 'Love and Compromise'. With an impressive list of achievements already under her belt including two MOBO awards, a string of nominations across the BRITs and a highly coveted nomination for best R&B at the GRAMMYS, together with the release of a new EP this year, the outlook looks bright for this rising star.

LAUREN NICOLE

Known for her excellent eye for style, captivating imagery and witty sense of humour to match, Lauren Nicole has rewritten the rule book on what a young, curvy girl should wear. The epitome of a modern muse, Lauren effortlessly juggles digital content creation with a successful career in modelling and is the founder of the digital magazine Fashion Killer. The award-nominated 'Instagrammer of the Year' is also contributing curve editor for a highly acclaimed consumer magazine and shows her followers how to have fun with their style as she navigates the world as a young entrepreneur.

LAURA KENNEDY

Laura hails from Newcastle-Under-Lyme and has been a member of the New Look family for nearly 10 years, working in Lymedale in New Look's distribution centre. Laura is part of the #newlookers team, a group spanning the UK dedicated to bringing inspiration on all things New Look to local customers. A self-confessed shoe addict, Laura describes her style as casual but loves nothing more than dressing up for a night out with her friends. When not at work or capturing content for her Insta, Laura is kept busy by her two young children and is always on the go. Laura decided to put herself forward to become a #NewLooker as she's passionate about helping people feel great about themselves, but little did she know that she would eventually star alongside some very famous faces, fronting the New Look AW21 campaign.