

New Look invests £3.3m to upgrade Greater Manchester store estate

- The investment will go towards new in-store technology, improved loyalty schemes, cosmetic upgrades and colleague training
- Following an initial trial, New Look will assess the success of initiatives before rolling out across its wider store estate
- Investment demonstrates New Look's commitment to bricks-and-mortar retail as part of its omnichannel strategy

20th May 2024: New Look has today announced a £3.3m investment to upgrade and improve its stores in Greater Manchester, strengthening its commitment to its store estate and wider omnichannel strategy.

The retailer will initially trial several initiatives in its 20 stores in the area over the next 12 months to create a blueprint for further improvements across its wider estate. This will centre around improving store layouts and designs, upgrading technology and offering enhanced training to colleagues.

A significant part of the investment will go toward cosmetic upgrades to boost the in-store experience for customers, improve product merchandising and better align the shopfloor with New Look's brand identity. As part of this, the retailer will be launching interactive displays to showcase online exclusives and a wider range of outfits and footwear which customers can browse from in store and order for next-day collection. The retailer is also implementing new technology in the stores back-end systems to run an improved returns approach, and a new swift next day click & collect service, to create a seamless shop for customers.

The trial also includes investment in team resource through enhanced training opportunities for store colleagues, including upskilling in this latest technology added to sites, to integrate the omnichannel offer into every interaction.

New Look will also be offering a more tailored product approach to the region, offering exciting new products and looks to ensure there is something for every customer, for any occasion, at great value and quality.

After the trial period, New Look will evaluate the success of the new concepts before deciding which to roll out across its wider UK store estate. Greater Manchester was selected as the region to trial these store upgrades due to its reputation as a UK fashion hub.

Since New Look opened its doors over 50 years ago, it has had a strong presence on British high streets, and the latest investment signifies the next stage of its omnichannel strategy. The business pairs its store estate with a best-in-class website and app, offering customers the most convenient shopping experience.

Helen Connolly, CEO of New Look, commented: "We've always been very proud to have a strong presence on British high streets, ever since we opened our doors over 50 years ago. This investment programme is an exciting step for us in how we can continue to elevate the shopping experience for our customers, while bringing them fantastic quality products and creating future growth for New Look."

Elaine Cartwright, Retail Director at New Look, commented: “With over 20 stores in the surrounding area, Manchester is the perfect location for us to trial these exciting new initiatives and turn up the dial on our omnichannel offer. I am looking forward to working with colleagues to implement our plans and see which experiences add the most value to our customers.”

- Ends -

New Look trial stores

Crewe, Manchester Fort RP, Bolton Market Place, Sale the Mall, Trafford Centre, Denton – Crownpoint, Arndale, Stockport – Pell, Chorley, Ashton-Under-Lyne, Winsford, Bury, Blackburn, Wigan Grand, Buxton, Rochdale Riverside, Preston – St George’s, Preston Deepdale, Warrington, Burnley

About New Look

New Look is a leading fashion retailer operating in the value segment of the clothing and footwear market in the UK and Republic of Ireland, with a targeted online presence. New Look offers products and a shopping experience based on excitement, value and newness. The New Look brand is distinct and trusted in the UK, catering to a broad customer audience. New Look ranked No. 2 for overall Womenswear market share in the 18 to 44 age range.

Press enquiries

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