

NEW LOOK APPOINTS MARK MATTHEWS AS NEW RETAIL DIRECTOR

- Mark will replace Elaine Cartwright, who is stepping down after 12 years at New Look
- Mark will be responsible for New Look's stores and implementing the brand's omnichannel strategy across the estate
- This appointment follows the recent launch of New Look's first loyalty programme, Club New Look

8th December 2025: New Look, one of the UK's leading womenswear brands in the 18–44 sector, today announces the appointment of Mark Matthews as Retail Director.

In his role, Mark will be responsible for New Look's store estate and for implementing the company's omnichannel strategy across stores to drive sales and enhance the customer experience.

Mark brings extensive experience from Co-op Food, Bonmarché, George at Asda and Selfridges, spanning operations, visual merchandising and in-store digital. He has a strong track record of enhancing product ranges and modernising stores to improve service and sales. Mark has also led work on future store propositions that strengthen omnichannel integration and colleague engagement.

Mark's appointment comes at a pivotal time for New Look. As part of its omnichannel strategy, the Company is focused on optimising its store network to better serve customers across the UK. Recent store upgrades, including concept launches at Bluewater and across Manchester, have delivered strong double-digit like-for-like sales growth, reflecting the brand's focus on innovation, digital integration and elevating the customer journey.

Over the past five years, New Look has transformed the business and its digital offer, upgrading the website and app, developing a 10million strong engaged customer base and maintain category-leading positions in dresses, denim, outerwear, and footwear.

Earlier this year, it announced a £30 million investment to power the next phase of its digital growth. Part of this investment has supported the development of New Look's first loyalty app, Club New Look. Following a successful soft launch in summer, it now has over 700K members, which the store teams have played a significant role in securing.

Mark will be part of New Look's director team and succeeds current Retail Director, Elaine Cartwright, who has spent over a decade at the company.

Helen Connolly, CEO of New Look commented: *"Our store estate is a vital part of our omnichannel strategy, and I'm delighted to welcome Mark to the business as Retail Director. Mark brings extensive industry expertise and a customer-first mindset that will be key to our next phase of store development."*

"I would also like to take this opportunity to thank Elaine Cartwright for her contribution to New Look over the past 12 years. Elaine leaves our Retail division in a place of strength, as we continue to optimise our store network, streamline the customer journey and strengthen in-store digital engagement. We wish her every success in her next role."

Mark Matthews, incoming Retail Director, added: *"I'm excited to step into this role at such a pivotal time for New Look. The brand has made great strides in creating a seamless customer experience across channels. I look forward to building on that momentum, working with our colleagues in our stores and across the support centre."*

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About New Look

New Look is a leading fashion retailer operating in the clothing and footwear market in the UK, with a strong 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 contact: newlook@headlandconsultancy.com