

NEW LOOK ONBOARDS 100% OF CORE SUPPLIERS TO TRUSTRACE DIGITAL PLATFORM

- **New Look is harnessing TrusTrace technology to more effectively map and manage supplier network**
- **The data flows into the retailer's industry leading proprietary Enterprise Data Platform, to allow for effective, real-time changes to its supply chain reporting**
- **Aligned to sustainability values and KIND strategy**

London, Friday 2nd May 2025: New Look, one of the UK's leading womenswear brands in the 18-44 sector, today announces the successful onboarding of its core supplier base to TrusTrace, the global leading platform for supply chain traceability and compliance data management.

As of the end of April, 100% of New Look's core suppliers are now live on the TrusTrace platform. Moving forward, New Look is also committed to ensuring that all future suppliers are onboarded to the platform.

This milestone marks a significant step in New Look's journey to use technology and data to build a more transparent, responsible and future-ready supply chain.

Through TrusTrace, New Look can use this technology to monitor and manage supplier data with greater accuracy and depth, empowering the business to fully understand and measure the social and environmental impact of its sourcing decisions and meet emerging regulatory requirements with confidence.

These insights are also fed through to the retailer's proprietary Enterprise Data Platform, to allow for effective, real-time changes to its supply chain. This integration will unlock even greater operational visibility, enable smarter decision-making and ensure traceability data flows seamlessly throughout the organisation.

Sue Fairley, Head of ESG, Quality and Sourcing at New Look, said: "At New Look we are always looking at ways we can digitally innovate to improve our operations and enhance our sourcing strategy. We were one of the first UK fashion brands to partner with TrusTrace and two years on we have onboarded all of our core suppliers. This is a significant milestone for us and a testament to the collaboration and commitment of our supplier community. With TrusTrace, we can confidently trace our products back through the value chain, support our sustainability goals and ensure we're operating in a way that's transparent and accountable."

Shameek Gosh, CEO and co-founder at TrusTrace said: "New Look has shown a clear commitment to building a future-ready supply chain—adopting traceability early and scaling it with intent. Onboarding 100% of core suppliers across all product categories in just over a year from their first engagement is a remarkable achievement, and faster than we typically see at this scale. It's a testament to their focused execution and strategic vision. At TrusTrace, we see supply chain data as a powerful enabler—not just for sustainability, but for resilience, agility, and smarter decision-making. We're proud to support New Look on this journey and look forward to the impact this foundation will deliver."

This milestone follows recent developments from New Look, including a [£30 million investment from shareholders](#) to accelerate its digital transformation, enhance the online experience and optimise the in-store customer journey. The investment will support the next phase of growth, with strategic deployment across four key areas to support New Look in becoming the leading online destination for feel-good fashion.

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About New Look

New Look is one of the UK's leading womenswear brands in the 18-44 sector, operating in the clothing and footwear market, with a strong online presence and store estate. New Look offers

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products, and a shopping experience based on excitement, value and newness. The New Look brand is distinct and trusted in the UK, with strong sustainability credentials, catering to a broad customer audience.

Press contact: newlook@headlandconsultancy.com

About TrusTrace

TrusTrace offers a market-leading platform for supply chain traceability and compliance that enables brands and suppliers around the world to standardize how supply chain and material traceability data is captured, digitized and shared.

Through its AI-enhanced platform, TrusTrace empowers brands to gather and validate primary data from their supply chains, so they can know, prove and improve their impact. The data can be used for risk management, compliance, product claims, footprint calculations, the ability to confidently and easily share data about product origin and impact, and much more.

TrusTrace is leading global-scale traceability programs for many of the world's largest and most ambitious brands and is called out as a Top Innovator for supporting the Sustainable Development Goals (SDGs) by the World Economic Forum. The company is headquartered in Stockholm, Sweden, with offices in India, France and the US