



New Look to open new concept store at Bluewater

New Look is set to relocate to a new 12,120 sq foot 'concept store' at Bluewater. The new store will open on 3rd April and will be located on the Upper Thames Walk next to Clarendon Fine Art.

Founded in Somerset in 1969, New Look is the UK's No.2 womenswear retailer¹, offering customers good value, feel-good fashion. The brand has stores across the UK, supported by its best-in-class app and website offer.

The new store will feature New Look's first omni-hub space, integrating new initiatives to streamline the customer journey, including digital inspiration, showrooms and displays. The upgraded space takes learnings from New Look's £3m investment into its Manchester stores, where it trialled new store designs to improve product merchandising and better align the shopfloor to New Look's brand identity.

Customers will also be able to make use of a dedicated Service Hub to improve collections and returns for a seamless shopping experience.

The new store will feature an extensive range of womenswear and accessories, as well as a menswear showroom. An entire mezzanine floor will be dedicated to New Look's 915 collection, which showcases a range of casual clothing, sportswear and accessories for girls aged 9-15.

To celebrate the opening, from Thursday 3rd April – Saturday 5th April, New Look will be offering the first 200 customers goody bags for spending in store. Surprise gift cards will also be hidden around the store and a DJ will perform for shoppers to enjoy while browsing. Free treats will be provided with every purchase including coffee, bubble tea, and pink hot chocolate. Customers who spend £50 will be in for a chance to win prizes from the in-store claw machine.

Plus, New Look is offering customers a chance for a gifted haul, as one customer per day will be chosen at random to win their shopping bag.

James Waugh, Centre Director at Bluewater, commented: "Here at Bluewater, we are always looking for ways to elevate our offering so that we remain in step with the ever-evolving retail landscape.

"We are excited to announce the relocation of New Look's new concept store on the bustling Upper Thames Walk. Their relocation exemplifies the brand's commitment providing Bluewater's guests with the best possible shopping experience. We encourage guests to visit the store on opening day to experience the array of exclusive deals on offer."

Elaine Cartwright, Retail Director at New Look, added:

"We're thrilled to unveil our new **Bluewater** shopping centre location, a space designed to seamlessly blend our digital expertise with the best of in-store shopping. By integrating cutting-edge technology- such as dynamic digital displays, enhanced in-store merchandising, and convenient Click & Collect counters- we're making it easier than ever for customers to discover and shop our latest feel-good fashion.

¹ Kantar data



“This state-of-the-art store builds on the success of our Manchester trial, where digital innovations drove a significant uplift in sales and resonated strongly with our customers. We’ve seen first-hand how the right balance of digital and physical retail can enhance the shopping experience, and we’re excited to bring this next-generation concept to our loyal Bluewater shoppers.”

For more information, please visit <https://www.bluewater.co.uk/en>

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Images:

About Bluewater

Bluewater, Europe’s leading retail and leisure destination, offers great shopping with free, extra wide parking and has over 280 stores and places to eat. Plus, with a 17 screen Showcase Cinema de Lux including IMAX, Gravity Trampoline Park, Dinotropolis Giant Soft Play, and brand-new attractions at Hangloose Adventure – including the UK’s only outdoor skydive machine and Europe’s largest swing - there’s something for everyone. Find out more at [bluewater.co.uk](https://www.bluewater.co.uk)

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.