

New Look to open concept store at Metrocentre as omni-hub rollout accelerates

- New 11,000 sq ft omni-hub format combines elevated store environment with seamless digital-to-store services
- Builds on success of Club New Look loyalty programme, now with over one million members
- Follows strong performance of concept store format at Bluewater, with further openings planned later this year

30 March 2026: New Look, one of the UK's leading fashion brands, today announces it will open its largest concept store at Metrocentre in a new 11,000 sq ft space, as it continues to evolve its omnichannel retail model.

The opening comes as the brand sees strong momentum from Club New Look, its first loyalty programme, which recently surpassed one million members and is already demonstrating strong incremental customer growth. Alongside this, New Look's customer focus and data investments are helping the brand

deliver more personalised, data-led experiences across both its online platforms and physical stores.

The latest opening at Metrocentre builds on the successful launch of New Look's concept store at Bluewater, which introduced dedicated service hubs, showroom spaces and enhanced digital features designed to make it easier for customers to move between online and in-store shopping.

Following strong customer response, New Look is now beginning to roll out the format more widely across its store estate, with further concept store openings planned later this year.

Having traded at Metrocentre for 20 years, the relocated omni-hub format has been designed to combine an elevated store environment with seamless digital services. Customers will benefit from a dedicated space that integrates digital and physical shopping journeys through "click & collect", self-service e-commerce drop-offs, order-in-store showroom elevations, and digital browsing displays. Together, these features create a frictionless shopping experience and easy access to extended product ranges to support enhanced customer missions.

The store, located in Metrocentre's dedicated fashion hub in Red Mall, will showcase an expanded range across womenswear, accessories and New Look's signature 915 brand, alongside refreshed fitting rooms and upgraded services. Together, these features provide a more connected and convenient shopping experience.

The investment in Metrocentre forms part of New Look's wider digital transformation. Backed by a £30 million investment to accelerate digital growth, the brand is leveraging data and AI to create hyper-personalised shopping experiences for its customers.

Mark Matthews, Retail Director at New Look, said: "Opening our largest concept store at Metrocentre is an exciting moment for New Look and a strong signal of how we are evolving the role of our stores. As our digital platform and Club New Look loyalty programme continue to grow, we are creating spaces that bring those capabilities to life for customers in-store.

"Our omni-hub format is built to integrate our online strengths with an inspiring retail environment. Following the strong response to our Bluewater concept store, we are now accelerating the rollout of this format across our estate as we continue to invest in stores that support a more connected, omnichannel customer journey."

Ben Cox, Director at Sovereign Centros from CBRE, Asset Managers of Metrocentre, commented: "It's great to see another long-term occupier investing in a latest concept store at Metrocentre. While securing new brands is a key focus for us, we are equally committed to supporting our existing retailers in elevating their offer. We're focused on continually evolving our lineup and ensuring the look & feel is fresh and relevant. This significant investment from New Look is the latest show of confidence in Metrocentre, and the new store will be a fantastic home for them."

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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.

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About Metrocentre

One of the most extensive multi-use destinations in Europe, and the dominant centre in the North East, Metrocentre welcomes nearly 16m visitors a year, drawn to its 270 retail brands. Metrocentre's full day-out experience is made possible by its five distinct malls, catering to every visitor purpose. Red Mall houses fashion and international brands, including Zara, River Island, and Reiss, anchored by a landmark combined unit for Flannels, Sports Direct, and Everlast Gyms. Green Mall has highstreet favourites in M&S, Next, and H Beauty, and will soon be home to an exciting leisure concept and family focused hub.

Platinum Mall sits in the heart of the centre, offering aspirational and lifestyle brands like Sephora, Omega, JD, and Sosandar. Blue Mall focuses on value and variety, incorporating leading retailers in Go Outdoors, TK Maxx, and Primark. Metrocentre has over 60 places to eat, spread through the scheme to provide pause moments for shoppers, but with the leisure and entertainment hub in Yellow Mall a real focal point, as The Odeon, Namco Funscape, The Escapologist, Clip 'n' Climb, and Treetop Adventure Golf are supported by wagamama, Wingstop, German Doner Kebab, Slim Chickens, and more.

Situated on the bank of the River Tyne, Metrocentre is a powerhouse of the Northeast, contributing around £900 million each year to the local and national economy and providing employment for nearly 11,000 people.

Supported by its financial stakeholders, a capital programme of £78 million is being spent on the centre by the end of 2025. This includes investing in ambitious plans to ensure a more sustainable future, with a £3.1 million investment in a solar panel scheme (which was part funded by the European Regional Development Fund), representing the largest installation in a UK shopping centre. Major funding into EV charging points has also been made, with 124 EV chargers on site, with a plan to take this to 174 in total by the end of 2026.

The centre plays an active role in the local area and is a dedicated supporter of community funds, events, and charities. Last year Metrocentre worked with 12 charities to raise almost £50,000 from various collections, raffles and fundraising initiatives, including the Poppy Appeal, Feeding Families, Great North Children's Hospital and Marie Curie.

One of only eight super-regional out-of-town shopping centres in the UK, Metrocentre is an irreplaceable asset and a significant contributor to the UK economy.

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About Sovereign Centros from CBRE

Sovereign Centros from CBRE is an award-winning real estate asset and development management business working with a variety of global capital partners. Sovereign Centros from CBRE specialises in retail with 17 million sq ft of major shopping centres and retail parks under management. Sovereign Centros from CBRE has also Development Managed over £150m of development projects in the last 5 years and secured planning on over 4m sq ft. More details can be found at www.sovereigncentros.co.uk