

New Look announces latest omni-hub store in Milton Keynes

- The new 8,460 sq ft store will open this summer, featuring a dedicated Customer Hub to support collections and returns, alongside access to online-exclusive ranges
- Opening follows success of omni-hub format in Bluewater and upgrades across New Look's store estate
- Members of New Look's loyalty scheme, Club New Look, will be able to benefit from a more personalised shopping experience, with exclusive offers and rewards available both in-store and online

7 April 2026: New Look has today announced it will open a new store at Midsummer Place in Milton Keynes this summer.

The new 8,460 sq ft space showcases New Look's latest omni-hub concept, designed to deliver a seamless omnichannel experience. Local shoppers will benefit from a dedicated Customer Hub, making Click & Collect and returns easier, as well as access to online-exclusive ranges.

The store will also feature New Look's latest collections across womenswear, accessories and footwear, as well as the 915 teen range, alongside digital inspiration and in-store displays to help customers discover and shop the range.

The opening forms part of New Look's ongoing investment in its stores and digital capabilities. This follows the rollout of New Look's omni-hub concept store format which was launched in Bluewater last year. New Look is set to open its largest concept store at the Metrocentre in summer, with further openings planned across its estate.

The rollout of the omni-hub stores follows a £30m investment into New Look's digital capabilities and builds on the growth of its Club New Look loyalty programme as it continues to enhance how customers shop seamlessly across channels.

Mark Matthews, Retail Director at New Look, said: "We're pleased to be opening our latest concept store in Milton Keynes and look forward to welcoming customers to Midsummer Place later this summer.

"This new space reflects how we are continuing to develop stores that support a more connected, omnichannel shopping experience. As we accelerate investment across our stores and digital capabilities, we are creating environments that better integrate our online and in-store offer for New Look customers."

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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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