

New Look announces flagship charity partnership with Macmillan Cancer Support

- Ambitious fundraising programme will support Macmillan's work helping people living with cancer across the UK.
- Colleague-led partnership builds on strong early fundraising momentum, with thousands of pounds already raised.
- New Look strengthens its commitment to charitable giving, as part of its Kind to our Core strategy, with plans to expand activity in the years ahead.

20th October 2026: New Look, one of the UK's leading fashion brands, has today announced a new charity partnership with Macmillan Cancer Support, bringing together its colleagues and customers to raise vital funds to support people living with cancer across the UK. The multi-year partnership will see the retailer work towards ambitious fundraising targets, mobilising its colleagues and customers across the UK to support Macmillan's vital work.

The partnership follows a company-wide colleague vote, which saw New Look colleagues select Macmillan Cancer Support as the retailer's new charity partner. It forms part of the Inclusive Culture pillar of New Look's Kind to our Core strategy, reflecting its commitment to supporting colleagues, customers and the communities in which it operates.

New Look is encouraging its customers to get behind the cause, with opportunities to donate both online and in-store. As part of the initial rollout, customers will be able to contribute through a dedicated online fundraising page or make a donation at the till when shopping in New Look stores.

The launch marks the beginning of a longer-term fundraising programme, with New Look and Macmillan set to work collaboratively to develop new initiatives and opportunities for colleagues and customers. Building on the initial fundraising activity, the partnership will evolve in its second year and beyond, with both organisations committed to expanding engagement, raising awareness and maximising the impact of their work together.

New Look colleagues have already shown their enthusiasm for the partnership, raising several thousand pounds through fundraising initiatives including a Macmillan bake sale and charity pin badge sales.

For more than 100 years, Macmillan Cancer Support has been doing whatever it takes to support people living with cancer, providing emotional, practical and financial support. The charity also campaigns for better cancer care, helping more people get the best care and support the UK has to offer, whoever and wherever they are.

Lynda Petherick, Chief Executive Officer at New Look, said: *"We're incredibly proud to be partnering with Macmillan Cancer Support, a charity that makes such an important difference to people living with cancer and their loved ones across the UK."*

"What makes this partnership particularly special is that it was chosen by our colleagues, who have already shown fantastic enthusiasm and generosity through their fundraising efforts. We're looking forward to building on this momentum, bringing our customers on board and making a meaningful contribution to Macmillan's vital work."

Victoria Floyd, Head of Corp Partnerships at Macmillan Cancer Support said: *"We're delighted to have been chosen as New Look's charity partner and want to say a huge thank you to everyone who"*

voted for Macmillan. The two-year partnership will help us continue to do whatever it takes for people living with cancer, providing vital emotional, practical and financial support when it's needed most. We're really looking forward to building a brilliant partnership together and working with New Look's colleagues and customers to help more people get the best care and support the UK has to offer, whoever and wherever they are."

Alongside Macmillan Cancer Support as its national charity partner, New Look continues to support a number of charitable organisations across the UK. Its distribution centre in Stoke on Trent partners with Dougie Mac, its distribution centre in Weymouth partners with Anthony Nolan, while New Look also supports longstanding partner the Retail Trust, which provides wellbeing support and resources to people working in retail.

New Look also works with the Fashion & Textile Children's Trust, which provides grants to families working in the fashion and textile industry, to combat financial challenges they may be facing. Together, these initiatives form part of New Look's wider Kind to our Core strategy and its ongoing commitment to supporting the communities connected to its business.

ENDS

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

About Macmillan Cancer Support

Macmillan Cancer Support has spent more than 100 years helping people living with cancer. We know that cancer can disrupt your whole life. And it can be made worse simply because of who you are and where you live. But we're here to change that.

The number of people diagnosed with cancer is growing, and every one of them needs the best support to meet their individual needs.

That's why we'll do whatever it takes to help everyone living with cancer across the UK get the support they need right now and transform cancer care for everyone who will be diagnosed in the future.