

New Look continues store investment with Stoke-on-Trent refurbishment

- Refreshed 10,882 sq ft Festival Retail Park store in Stoke-on-Trent will reopen following a major refurbishment, bringing customers an enhanced shopping experience
- Opening weekend celebrations will include goody bags, surprise prizes and complimentary coffee
- Refurbishment forms part of New Look's continued investment in creating more connected and personalised shopping experiences across its store estate

9 October 2026: New Look, one of the UK's leading fashion brands, is set to unveil its newly refurbished store at Festival Retail Park, Stoke-on-Trent, on 9 October, with a weekend of exclusive rewards and in-store experiences for local shoppers.

The refreshed store has been designed to create a more inspiring and convenient shopping experience, giving customers the opportunity to browse New Look's latest collections across womenswear, footwear and accessories, alongside its 915 teen range.

Spanning over 10,800 sq ft, the store forms part of New Look's continued investment in its store estate and wider omnichannel strategy, as the retailer continues to bring its physical and digital shopping experiences closer together. The refurbished store will feature a returns kiosk, part of a wider rollout across New Look's store estate designed to make online returns or exchanges quicker and more convenient for customers.

The refurbishment builds on New Look's continued investment across its store estate, including recent openings and upgrades at Bluewater, Lakeside and Milton Keynes, as well as the opening of its largest-ever concept store at Metrocentre this summer.

The investment also builds on the continued growth of Club New Look, the retailer's loyalty programme, which has surpassed one million members, alongside its £30 million investment in digital capabilities. Together, these investments are helping New Look create a more personalised, convenient and connected experience for customers across its stores and online channels.

Mark Matthews, Chief Retail and Digital Officer at New Look, said: "We're excited to welcome customers back to our newly refurbished Festival Retail Park store and mark the reopening with a fantastic weekend of activity."

"This refurbishment reflects our continued focus on selectively investing in and upgrading our store estate. The changes we're making bring our digital and physical channels together, whilst also showcasing our fantastic collections in a way to inspire our customers."

"We're looking forward to opening the doors and welcoming everyone to experience the refreshed store for themselves."

To celebrate the reopening, customers visiting across the weekend can enjoy complimentary experiences and rewards, including goody bags for the first 100 customers who make a purchase, surprise prizes hidden across the store and complimentary coffee.

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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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