

New Look unveils new Milton Keynes store with exclusive opening-day rewards and experiences

- The new 9,063 sq ft store at Midsummer Place brings New Look's latest omni-hub concept to Milton Keynes
- Opening day celebrations include goody bags, prizes, complimentary matcha drinks and a live DJ
- New space combines fashion, digital inspiration and convenient customer services to create a seamless shopping experience
- The opening supports New Look's wider omnichannel strategy, building on the growth of Club New Look and a £30 million investment in digital capabilities

18 June 2026: New Look, one of the UK's leading fashion brands, has opened the doors to its new store at Midsummer Place in Milton Keynes [on 18 June], marking the next step of the retailer's investment in omnichannel experiences.

Customers visiting on launch day can enjoy a packed programme of complimentary experiences, exclusive rewards and surprise prizes, including goody bags for the first 100 customers who make a purchase, prizes hidden across the store, complimentary matcha drinks and live music from an in-store DJ throughout the day.

Spanning 9,063 sq ft, the store brings New Look's latest omni-hub concept to Milton Keynes, combining trend-led fashion, digital innovation and seamless customer service under one roof. Customers can shop New Look's latest womenswear, footwear and accessories collections, alongside the 915 teen range, while benefiting from dedicated customer service areas to support Click & Collect and returns.

The space also features digital inspiration points and enhanced in-store displays, helping shoppers discover the latest trends and seamlessly access New Look's extended online range and services.

The opening is the latest milestone in New Look's ongoing investment in its stores and digital capabilities. Following the success of its omni-hub stores at Bluewater and Lakeside, the retailer is set to open its largest-ever concept store at the Metrocentre this summer, with further openings planned across its estate.

Alongside the continued growth of Club New Look and a £30 million programme to enhance digital capabilities, these investments are helping New Look redefine the shopping experience, bringing together fashion and technology to create a more personalised and connected journey for customers.

Mark Matthews, Retail Director at New Look, said: "It's fantastic to celebrate the official opening of our new Milton Keynes store and welcome customers into the space for the first time.

"Following the success of our omni-hub stores elsewhere in the UK, we're excited to bring this latest concept to Milton Keynes. By combining inspiring fashion, digital convenience and enhanced customer services all under one roof, we're creating a more seamless and connected experience for customers, however they choose to shop."

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.

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