

New Look's largest-ever concept store to open at Metrocentre with exclusive opening-day rewards and experiences

- New Look will open its largest-ever concept store at Metrocentre on Thursday, marking the next chapter in its 20-year presence at the destination
- Opening day celebrations include goody bags, prizes, complimentary matcha drinks and a live DJ
- New concept store showcases New Look's most extensive omni-hub experience, bringing together fashion, digital services and enhanced customer experiences
- Opening builds on New Look's continued investment in digital, including the launch of its loyalty programme Club New Look and several omni-hub openings

7 July 2026: New Look, one of the UK's leading fashion brands, will open the doors to its largest-ever concept store at Metrocentre on Thursday 9 July, marking another milestone in the retailer's investment in creating more connected shopping experiences.

To mark the launch, customers visiting throughout opening day can enjoy a programme of in-store experiences, including goody bags for the first 200 customers who make a purchase, surprise prizes hidden across the store, complimentary matcha drinks and live music from a DJ.

Located in Metrocentre's dedicated fashion hub in Red Mall, the new 11,000 sq ft store is New Look's largest concept store to date. Customers can browse an expanded womenswear, accessories and 915 teen range, while enjoying services designed to make shopping easier, including Click & Collect, self-service returns, order-in-store and digital browsing. Refreshed fitting rooms and showroom-inspired displays complete the experience, helping customers shop seamlessly across both in-store and online channels.

The move marks a new chapter for New Look at Metrocentre, where the retailer has traded for more than 20 years. Following successful concept store openings at Bluewater, Lakeside and Milton Keynes, the new store is the latest step in New Look's rollout of its omni-hub format, bringing together its stores and digital platform to create a more connected shopping experience under one roof.

The opening also builds on the continued growth of Club New Look, the retailer's first loyalty programme, which has now surpassed one million members. Together with a £30 million investment in digital capabilities, New Look is continuing to make shopping more personalised and convenient for customers across both its stores and online channels.

Mark Matthews, Retail Director at New Look, said: " Opening our largest-ever concept store is a proud moment for New Look and reflects how we're continuing to reimagine the role our stores play for customers.

"This space showcases the very best of what our omni-hub format can offer, combining a wider fashion range with smarter services and digital features that make shopping simpler, more inspiring and more connected than ever before.

"We look forward to welcoming customers through the doors and celebrating this exciting new chapter at Metrocentre."

Ben Cox, Director at Sovereign Centros from CBRE, Asset Managers of Metrocentre, commented: "We're pleased to see New Look mark their 20-year presence at Metrocentre with this exciting new concept store in the latest evolution of that partnership. Womenswear is a strong category for Metrocentre and this launch builds brilliantly on the continuing momentum we're creating in our fashion line-up, following Hollister's recent opening and the signings of Bershka and Lefties, both due to open soon.

"Together, these investments reflect a fashion hub that's constantly evolving to meet the expectations of our customers, offering a compelling mix of choice, experience and value. We're excited to see New Look bring its largest-ever concept store to Red Mall, and we're confident this next chapter will resonate strongly with our shoppers."

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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