

New Look boosts design process through AI partnership with Fermat

- New Look partners with AI visualisation platform Fermat to empower its Buying and Design teams with faster, more agile product development tools.
- The technology enables designers to create virtual product renders, test multiple iterations and explore different prints, colourways and styling options.
- The partnership supports New Look's wider digital transformation strategy, helping unlock creativity, reduce reliance on physical sampling and create the best possible products for customers.

30 June 2026, London – New Look, one of the UK's leading fashion retailers, today announces a new strategic partnership with AI design platform Fermat as part of its ongoing digital transformation. The partnership will equip New Look's Buying and Design teams with AI-powered tools that accelerate product development and help bring new ideas to market faster.

Using Fermat, teams will be able to create virtual product renders, test multiple design iterations and explore different styling options. By enabling designers to experiment more easily, the technology will unlock greater creativity and help teams respond more quickly to customer demand. This will support the continued evolution of New Look's distinct product handwriting.

The technology will also allow designers to reduce reliance on traditional sampling processes, supporting a more efficient and sustainable approach to product development.

The partnership marks the latest step in New Look's wider digital transformation strategy, which includes embedding data, AI and technology across its Buying and Design teams. Through combining customer insight, trend analysis and technology investments, New Look is increasingly able to identify emerging trends and translate them into relevant products more quickly.

Anica Wislawski, Creative Director at New Look, said:

"Creativity has always been at the heart of New Look. It's what helps us create distinctive products that resonate with our customers and keeps them coming back season after season. Fermat gives our designers the freedom to bring ideas to life faster, explore more creative possibilities and refine products through multiple iterations before they reach the customer."

"More importantly, it allows us to remove time from parts of the design process and reinvest it where human creativity matters most: understanding our customer, identifying what they'll want next and thinking about how they'll wear and style it."

"By combining creative instinct, customer insight, and AI-powered tools, we're able to make more informed decisions and shape trends into wearable ideas that work in everyday life. It strengthens the golden thread from concept to customer, helping us create better products, better outfits and ultimately more confidence for our customer."

The partnership is just one example of how New Look is leveraging data and AI to enhance decision-making and create more personalised customer experiences. Insights generated through Club New Look, the retailer's loyalty programme, are helping inform this broader strategy by providing a deeper understanding of customer preferences and shopping behaviours. The announcement comes as Club New Look continues to see strong momentum, having surpassed one million members.

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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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