

Club New Look, New Look's loyalty programme reaches one million members

- New Look's first-ever loyalty programme has reached one million members ahead of schedule following its national rollout last year in October 2025
- Club New Look offers exclusive members-only pricing, early access to new season collections and prize draws, underpinned by personalised data led communications
- This milestone follows a £30m investment announced in April 2025 to accelerate New Look's digital transformation

12 February 2026: New Look, one of the UK's leading fashion brands in the 18-44 womenswear sector, today announces that Club New Look, its first-ever loyalty programme, has reached one million members, marking a significant milestone in the brand's digital transformation and customer engagement strategy.

Launched nationally in October 2025 following a successful initial trial rollout, Club New Look has seen strong and sustained customer uptake, tracking ahead of original targets.

Free to join, Club New Look is designed to create a community of customers, rewarding them with exclusive benefits while enabling a more personalised & relevant shopping experience. Member benefits include 'Club Prices', early access to sales and new product launches, tailored offers, and entry into member-only prize draws. The programme has resonated strongly with New Look's core audience, with c.56% of members being aged 18-44. Dresses are the most-purchased categories among Club New Look members, accounting for 14% of member transactions.

The programme has played a key role in New Look's strategy to build stronger, longer-term relationships with customers, supporting increased spend per customer, frequency of purchase and tenure in a market where customer retention is strongly challenged.

To date, over 80% of Club New Look members are active within a 90-day period and, since launch, loyalty members have driven uplift in both frequency and retention, shopping two times more frequently than non-members.

The one-million-member milestone builds on New Look's ongoing digital transformation. Over the past five years, New Look has significantly evolved its digital offer, including enhancements to its website and app, the growth of a seven million-strong social community, and category-leading positions in dresses, denim, outerwear and footwear.

In April 2025, New Look also announced a £30 million investment to accelerate the next phase of its digital growth. This investment has been central to the development of Club New Look, strengthening the brand's ability to capture and use customer data to deliver more personalised customer experiences across its digital and physical touchpoints.

Clare Dobbie, Chief Customer Officer of New Look, said: "Reaching one million Club members is a fantastic milestone and a real testament to the team and how strongly it has resonated with customers. Customer truly drives our business at New Look, now powered by a world class data platform and capability, Club New look is a true reflection of this approach. From the outset, our ambition was to create a proposition that genuinely adds value - rewarding our most engaged customers while allowing us to deliver more relevant, personalised experiences. Hitting this target ahead of plan shows the appetite our customers have for being recognised and rewarded, and we're excited about what's next for Club New Look."

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