

New Look celebrates major refurbishment of Lakeside store with goody bags, prizes and complimentary coffees

- The refreshed 11,920 sq ft omni-hub format combines elevated store environment with seamless digital-to-store services
- Opening weekend activity includes goody bags, prizes, free coffee and complimentary bouquets for customers spending £40+
- Refurbishment builds on the continued growth of New Look's loyalty programme, Club New Look, which has now surpassed over one million members

27 March 2026: New Look, one of the UK's leading fashion brands, has unveiled its newly refurbished store at Lakeside Shopping Centre, reopening from Friday 27 March with a weekend of in-store activity for shoppers.

The refreshed 11,920 sq ft space showcases New Look's latest omni-hub concept, designed to deliver a seamless omnichannel experience. Local customers will be able to access click & collect, dedicated areas for womenswear, accessories, footwear and the 915 teen range, alongside digital browsing and improved services to make it easier for them to shop across channels.

To celebrate the reopening, customers visiting across the weekend can enjoy a series of in-store offers and experiences, including goody bags for the first 200 customers who spend, prize scratch cards hidden across the store, and free coffee available between 10am-2pm. Shoppers spending £40 or more will also receive a complimentary spring bouquet and a live DJ will be performing in store.

The opening builds on strong momentum from Club New Look, the brand's loyalty programme, which has now surpassed one million members, alongside a £30 million investment to accelerate digital growth. This investment is enhancing New Look's data and digital capabilities to deliver more personalised, seamless experiences across both its online platforms and physical stores.

Mark Matthews, Retail Director at New Look, said: "We look forward to welcoming local customers to our Lakeside store again. This reopening marks another important step in how we are evolving our retail estate. As our digital platform and Club New Look loyalty programme continue to grow, we are creating stores that bring together digital inspiration and in store interaction.

"Our omni-hub format integrates our online strengths with an enhanced in-store experience, and as we build on the success of recent openings, we are continuing to invest in stores that support a more connected, omnichannel customer journey."

Nancy Foster, Centre Director at Lakeside Shopping Centre, commented: "We're delighted to see New Look unveil its newly refurbished store at Lakeside Shopping Centre. The brand is a key part of our fashion offer, and this latest investment brings an enhanced shopping experience for our visitors, blending digital convenience with an inspiring in-store environment. We have no doubt our visitors are going to love exploring the lovely new store!"

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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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