

New Look

High speed high street high fashion



New Look believes in fashion for everyone, regardless of age, shape or size – a guiding philosophy that aims to keep the brand on trend, in fashion and always in style.

With a heritage that dates back to the opening of its first shop in 1969, New Look has become renowned for offering up-to-date fashion at affordable prices, pre-empting the 'cheaper is the new chic' trend currently in vogue. As a brand, it aims to give customers 'what they want', sending stylists around the world to source the latest trends. The high-style fashion that the brand has made famous throughout its stores comes from over 1,000 factories in 45 countries – 50 million garments and 35 million accessories – giving new meaning to the notion of 'customer choice'.

In September 2003, New Look was accepted as a member of the Ethical Trading Initiative (ETI) and continues to support and promote improved working conditions in its supply chains, ensuring that worker's rights are respected and employees are treated fairly. This forward thinking approach – borne partly out of the brand's increasing globalisation and prolific output – is entirely in keeping with its tradition of focusing on employees, a trademark characteristic of the brand. New Look has always credited its employees as the 'real stars of the New Look show', recognising that their input is crucial to taking the company forward in the ever-changing world of high street fashion. In all areas – from the shop floor to head office – they are encouraged to 'live the brand' by finding new challenges and new ways of working. The people who make New Look what it is today

(one of the fastest growing international retailers) exhibit the same sense of fun, flair and enthusiasm that the brand expects of its fashions.

New Look has become a style pioneer for affordable fashion in Europe. Known in France as Mim, it opened its first shop there in 1988 and now has three stores in Paris and a further two in Belgium.

New Look's brand innovation crosses over into its marketing strategy, as illustrated by a collection of recent promotional advertising firsts. 'Walking windows' sees actors, decked out in New Look clothes, in town centre locations replicating window displays in a post modern way (outside of the usual parameters of the shop space). Meanwhile 'New Now Faces', a promotion designed to capture the immediacy of the 'New Now' collection in a quirky way, projects the faces of willing participants onto the bodies of willing participants onto the bodies of the window display mannequins. As the lead in-store experiential idea for the campaign its aim is to create a buzz on the high street and attract customers through word-of-mouth.



New Look's recent sponsorship of the FHM Insider Awards offers a way of promoting its menswear collection. With a circulation of over 650,000, FHM is one of the most popular men's monthly magazine titles in the UK. New Look's one-year sponsorship deal presents an opportunity for the brand to accelerate awareness and relevance from heightened exposure.

A populist approach to fashion is what has given New Look a wider customer appeal than any other fashion retailer in the UK; an underlying belief that fashion can be explored and enjoyed by everyone.