# Excitement grows over the potential return of Topshop and Topman



Social media has erupted with excitement over the potential return of Topshop and Topman, a high street chain that enjoyed immense popularity among millennials in the UK. The buzz began when fans noticed a significant message on the brand's website stating "Topshop coming soon." This announcement follows a previous commitment made by the company's management last year, which hinted at a relaunch of Topshop.com within six months to expand its customer base.

Topshop, a prominent feature of the British retail landscape, faced financial challenges that resulted in its administration alongside Sir Philip Green's Arcadia Group in late 2020. Subsequently, the brand was acquired by online retailer ASOS in February 2021, transitioning it into an online-only entity.

Part of the recent excitement stems from three Instagram posts in which the brand cryptically teased its return with the phrases "We've," "Been," and "Listening." Each post featured a video depicting two individuals in front of a sign bearing the Topshop name, accompanied by the message, "We missed you too."

Fans of the brand have taken to social media to share their enthusiasm. One Instagram user expressed their anticipation, saying, "This has to happen!!! After working in Topshop/Topman for so many years I need this to be true!!" Another user conveyed a sense of nostalgia, remarking, "Millennials everywhere are screaming, crying & throwing up ... I’m one of them," while a further comment highlighted the generational divide, stating, "Shut the front door!!! I fear Gen Z aren’t going to understand what this means to us millennials."

The surge in excitement follows the appointment of Michelle Wilson as the managing director of Topshop and Topman last month, which has led many to speculate that an official announcement regarding a return to the high street may be forthcoming.

At its height, Topshop was a dominant force in the retail sector, with a vast presence on high streets across the UK and substantial profits. However, the brand struggled with financial losses, as noted in 2018 by then-owners Arcadia, who described it as "haemorrhaging cash." The onset of the Covid-19 pandemic exacerbated these issues, forcing the closure of 550 stores and resulting in the furlough of approximately 14,500 employees. By 2021, all physical stores had shuttered, marking a significant decline for the iconic retailer.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://ww.fashionnetwork.com/news/Topshop-preps-for-relaunch-teases-new-website,1707936.html> - This article supports the claim that Topshop is preparing for a relaunch, including a new website and potential physical stores, following Michelle Wilson's appointment as managing director.
* <https://fashionunited.com/news/business/topshop-relaunch-on-horizon-what-to-expect-from-the-once-prevalent-high-street-brand/2025030764875> - It corroborates the information about Topshop's relaunch plans, including the possibility of physical stores and the brand's history with ASOS and Arcadia Group.
* <https://www.gbnews.com/money/topshop-topman-website-come-back-stores-high-street> - This article provides details on the social media teasers hinting at Topshop's return and the excitement among fans, as well as the potential for physical stores.
* <https://www.theguardian.com/business/2021/feb/01/asos-buys-topshop-and-miss-selfridge-from-arcadia-administrators> - This article supports the claim that ASOS acquired Topshop in 2021, transitioning it into an online-only entity after its administration alongside Arcadia Group.
* <https://www.bbc.co.uk/news/business-55565659> - It provides context on the financial challenges faced by Arcadia Group, including Topshop, which led to its administration and eventual acquisition by ASOS.