# New Look opens flagship store at Bluewater while closing Irish operations



The iconic fashion brand New Look has recently opened a new flagship store at Bluewater Shopping Centre, marking a significant development amidst ongoing challenges faced by the retailer. This flagship store, which spans 12,120 square feet, officially opened on 3 April and offers a wide range of womenswear, menswear, footwear, accessories, and 915 individual product ranges.

This new store represents a strategic move by New Look to integrate advanced technology into the physical retail experience. Elaine Cartwright, New Look’s retail director, told Express, "We’re thrilled to unveil our new Bluewater shopping centre location, a space designed to seamlessly blend our digital expertise with the best of in-store shopping." She added that the store incorporates cutting-edge features including dynamic digital displays, enhanced in-store merchandising, and convenient Click & Collect counters, aimed at facilitating customers' shopping journeys. Cartwright highlighted the success of a similar digitally innovative trial store in Manchester, noting, "We’ve seen first-hand how the right balance of digital and physical retail can enhance the shopping experience."

Despite the new store opening, New Look has experienced significant hardships over recent years. Since 2016, the brand has closed approximately 600 outlets, with notable closures occurring in 2018 and 2023. The most recent difficult developments pertain to the company’s operations in Ireland, where its Irish arm has entered liquidation. As a result, 26 New Look stores in Ireland are scheduled to shut permanently this year, leading to an expected loss of around 350 jobs. According to statements from New Look Group, the decision to cease trading in Ireland followed “a strategic review” which concluded that continuing operations there was no longer viable.

New Look, a well-established name on UK high streets since the 1960s, has traditionally offered clothing for women, men, and children. However, like many other high street retailers, it has struggled in recent times due to changing retail patterns and economic pressures.

While the closures mark a difficult period for the brand, the opening of the Bluewater flagship suggests a focus on renewing customer experience and adapting to a more digital shopping environment in the UK market. The Express is reporting these developments as part of the evolving landscape for New Look’s retail operations.

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

## Bibliography

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