# Costa Coffee launches tech-driven revamped flagship on Great Portland Street



Costa Coffee has unveiled a fully refurbished store on Great Portland Street in Central London, marking a significant step in its ongoing commitment to revitalising its presence in the capital. The refreshed site features a contemporary design that blends style and functionality, aimed squarely at elevating the customer experience across all visit types.

Key elements of the redesign include an open-plan counter layout where customers can watch their drinks being handcrafted. This transparency not only adds a theatrical element but is also intended to streamline service. Complementing this is the introduction of self-service digital kiosks, envisioned to reduce wait times and cater to customers seeking swift, efficient ordering on the go. The interior space itself is imbued with a refined colour palette, ambient lighting, and artistic touches inspired by coffee landscapes, all of which foster a warm yet modern atmosphere. Various seating options, from high stools and cosy booths to lounge chairs, have been thoughtfully arranged to accommodate quick visits, social catch-ups, or longer work sessions.

Nick Ridley, Property & Store Development Director for UK&I at Costa Coffee, expressed enthusiasm about the reopening, highlighting that the refreshment forms part of a wider series of investments across Central London. He underscored the brand’s aspiration to create modern, inviting spaces where enjoying a coffee becomes a meaningful part of the day. This overhaul follows similar refurbishments at Costa Coffee locations such as New Oxford Street, Tooley Street, Argyll Street, and Wigmore Street, signalling a consistent upgrade strategy to modernise the company’s estate in the area.

The refreshed Great Portland Street store also reflects a broader strategic push by Costa Coffee to harmonise convenience and community. The introduction of touch-screen ordering and streamlined service models shows an effort to balance speed and sophistication, responding to evolving consumer expectations while fostering a welcoming environment. According to company representatives, these changes are designed not only to improve operational efficiency but also to deepen customer engagement and satisfaction.

This investment in flagship stores is emblematic of wider trends among high street food and beverage brands, which increasingly seek to blend technology with ambiance to create multifaceted experiences. As well as catering to busy commuters and quick coffee seekers, these revamped spaces aim to serve as comfortable social hubs or work-friendly environments, thus broadening their appeal.

Costa Coffee’s commitment to continuous store innovation and customer-centric design demonstrates its intention to keep pace with the dynamic London market. By setting a new standard for its Central London outlets, the company aims to solidify its competitive positioning through a combination of operational enhancements and elevated experiential offerings.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://retailtechinnovationhub.com/home/2025/8/3/debbie-tarry-takes-on-chief-technology-officer-role-at-optical-and-audiology-retailer-specsavers), [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[4]](https://www.retailtimes.co.uk/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[6]](https://qsrmedia.co.uk/design/news/costa-coffee-unveils-revamped-great-portland-street-location), [[7]](https://www.mca-insight.com/coffee-shops/costa-unveils-modern-new-store-design/706558.article)
* Paragraph 2 – [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[3]](https://www.londonworld.com/community/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience-5202739), [[4]](https://www.retailtimes.co.uk/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[6]](https://qsrmedia.co.uk/design/news/costa-coffee-unveils-revamped-great-portland-street-location), [[7]](https://www.mca-insight.com/coffee-shops/costa-unveils-modern-new-store-design/706558.article)
* Paragraph 3 – [[1]](https://retailtechinnovationhub.com/home/2025/8/3/debbie-tarry-takes-on-chief-technology-officer-role-at-optical-and-audiology-retailer-specsavers), [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[3]](https://www.londonworld.com/community/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience-5202739), [[4]](https://www.retailtimes.co.uk/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[6]](https://qsrmedia.co.uk/design/news/costa-coffee-unveils-revamped-great-portland-street-location), [[7]](https://www.mca-insight.com/coffee-shops/costa-unveils-modern-new-store-design/706558.article)
* Paragraph 4 – [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[5]](https://www.coffeefranchisehub.com/archives/25394)
* Paragraph 5 – [[1]](https://retailtechinnovationhub.com/home/2025/8/3/debbie-tarry-takes-on-chief-technology-officer-role-at-optical-and-audiology-retailer-specsavers), [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[3]](https://www.londonworld.com/community/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience-5202739), [[4]](https://www.retailtimes.co.uk/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[6]](https://qsrmedia.co.uk/design/news/costa-coffee-unveils-revamped-great-portland-street-location), [[7]](https://www.mca-insight.com/coffee-shops/costa-unveils-modern-new-store-design/706558.article)
* Paragraph 6 – [[1]](https://retailtechinnovationhub.com/home/2025/8/3/debbie-tarry-takes-on-chief-technology-officer-role-at-optical-and-audiology-retailer-specsavers), [[2]](https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[4]](https://www.retailtimes.co.uk/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/), [[5]](https://www.coffeefranchisehub.com/archives/25394)

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## Bibliography

1. <https://retailtechinnovationhub.com/home/2025/8/3/debbie-tarry-takes-on-chief-technology-officer-role-at-optical-and-audiology-retailer-specsavers> - Please view link - unable to able to access data
2. <https://www.londondaily.news/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience/> - Costa Coffee has reopened its Great Portland Street store in London after a comprehensive refurbishment. The redesigned store features a contemporary layout with an open-plan counter, allowing customers to view their handcrafted drinks being prepared. Self-service digital kiosks have been introduced to expedite ordering for those on the go. The interior boasts a refined colour palette, ambient lighting, and artistic touches inspired by coffee landscapes. The space offers various seating options, including high stools, cosy booths, and lounge chairs, catering to both quick visits and extended stays. This transformation reflects Costa Coffee's commitment to enhancing customer experience and investing in Central London. Nick Ridley, Property & Store Development Director for UK&I at Costa Coffee, expressed enthusiasm about the store's reopening, highlighting the brand's ambition to create modern and inviting spaces where enjoying a coffee becomes a meaningful part of the day. The refurbishment is part of a broader series of investments across Central London, following recent transformations at Costa Coffee's New Oxford Street, Tooley Street, Argyll Street, and Wigmore Street locations. These upgrades underscore the brand's ongoing commitment to enhancing its store estate and delivering a coffee experience that meets the needs of every kind of visit.
3. <https://www.londonworld.com/community/costa-coffees-unveils-refreshed-great-portland-street-store-with-bold-new-look-and-elevated-experience-5202739> - Costa Coffee has reopened its Great Portland Street store in London after a comprehensive refurbishment. The redesigned store features a contemporary layout with an open-plan counter, allowing customers to view their handcrafted drinks being prepared. Self-service digital kiosks have been introduced to expedite ordering for those on the go. The interior boasts a refined colour palette, ambient lighting, and artistic touches inspired by coffee landscapes. The space offers various seating options, including high stools, cosy booths, and lounge chairs, catering to both quick visits and extended stays. This transformation reflects Costa Coffee's commitment to enhancing customer experience and investing in Central London. Nick Ridley, Property & Store Development Director for UK&I at Costa Coffee, expressed enthusiasm about the store's reopening, highlighting the brand's ambition to create modern and inviting spaces where enjoying a coffee becomes a meaningful part of the day. The refurbishment is part of a broader series of investments across Central London, following recent transformations at Costa Coffee's New Oxford Street, Tooley Street, Argyll Street, and Wigmore Street locations. These upgrades underscore the brand's ongoing commitment to enhancing its store estate and delivering a coffee experience that meets the needs of every kind of visit.
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5. <https://www.coffeefranchisehub.com/archives/25394> - Costa Coffee has temporarily closed its flagship Great Portland Street store in London for a full refurbishment, with plans to reopen later this month. The upgrade aims to deliver a modern, heartfelt coffee experience blending contemporary design with the warm familiarity customers cherish. The refreshed store will feature a new colour scheme, inviting ambience, and flexible seating—perfect for quick stops, social catchups, or focused work sessions. Enhanced conveniences such as touchscreen ordering will complement the revitalized atmosphere, fostering a stronger sense of community. This transformation is part of Costa Coffee’s ongoing commitment to innovating customer experience and supporting local communities. The Great Portland Street location will return with a brighter, bolder look, setting a new standard for flagship stores in the heart of London.
6. <https://qsrmedia.co.uk/design/news/costa-coffee-unveils-revamped-great-portland-street-location> - Costa Coffee has reopened its Great Portland Street store in London after a full refurbishment. The redesigned store features a more modern interior, including a redesigned layout and an open-plan counter where customers can view their drinks being made. New self-service kiosks have also been added to speed up ordering for those on the go. This transformation reflects Costa’s ongoing investment in Central London and its ambition to create modern and inviting spaces. The overhaul is part of the company's broader push to update several of its Central London outlets, following similar makeovers at sites including New Oxford Street, Tooley Street, Argyll Street, and Wigmore Street.
7. <https://www.mca-insight.com/coffee-shops/costa-unveils-modern-new-store-design/706558.article> - Costa Coffee has unveiled a modern new store design at its Great Portland Street location in London. The redesign aims to deliver an elevated customer experience with its contemporary layout and stylish design. The store features an open-plan counter, allowing customers to view their drinks being made, and new self-service kiosks to expedite ordering for those on the go. The transformation reflects Costa’s ongoing investment in Central London and its ambition to create modern and inviting spaces. The overhaul is part of the company's broader push to update several of its Central London outlets, following similar makeovers at sites including New Oxford Street, Tooley Street, Argyll Street, and Wigmore Street.