

# Marketing

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## New Look rejigs store format to boost menswear

By James Quilter

New Look is to overhaul its fledgling menswear offering to boost sales and establish a point of difference from its core womenswear business.

The high-street fashion chain has redesigned its store in London's Wood Green and is expected to roll out the format across the other 35 stores in which it has

menswear departments in the next few months.

A high-profile campaign to bolster the menswear focus is also planned. This is likely to form part of its 'New Now' activity, created by ad agency Odd and media strategists Naked.

The store overhaul, which covers the interior and visual merchandising, has been



**New Look:  
menswear  
available in  
36 stores**

developed by design agency FIRST. It is intended to encourage consumers to view the clothing as a menswear brand in its own right, in isolation from the retailer's core womenswear offering.

New Look will back the menswear range with ongoing investment in marketing over the next six months.

'The New Now', the chain's

first national ad campaign, focuses on its ability to roll out up-to-date clothing ranges to stores every six weeks. Activity will run across press, posters and TV.

Speaking at the launch of the campaign, New Look marketing director Hash Ladha said there would be also be a continued emphasis on opening bigger stores.