

Derbion announces reopening date and grand opening celebration plans for New Look



New Look is set to reopen its doors at Derby this week, with a series of exclusive in-store giveaways and activities planned to welcome shoppers back to the store in style.

The leading British fashion brand is set to reopen in a brand-new location on Level 1 at Derby from 9am on Saturday 28 September.

To mark the highly anticipated return, New Look is running a series of exciting in-store giveaways for visitors throughout their opening weekend, including goody bags, hidden gift cards and competitions, alongside free coffee and much more:

Opening day (Saturday 28 September)

- The first 50 shoppers that make a purchase on opening day will receive a New Look branded goody bag filled with surprises
- Golden envelopes containing gift cards will be hidden throughout the brand-new store
- Local barista *There Goes Coffee* will be serving free freshly ground coffee from 10am to 2pm on opening day
- Cupcakes for customers in store, with vegan and Gluten Free options

Opening weekend (Saturday 28th & Sunday 29th)

- Across opening weekend, New Look will pick one lucky shopper at random each day to win a £200 New Look spree
- An in-store DJ will be bringing the good vibes to celebrate the opening throughout the weekend.
- On Saturday & Sunday, there will be a Spin to win event on Level 2 outside Flannels, inviting shoppers to be in with the chance of winning prizes, including goody bags, gift cards and vouchers

- *Hand & Lock* will be offering free embroidery across the weekend, inviting customers to add a personalised touch to any pair of New Look jeans bought in store.

Located next to Frasers, New Look's new store will offer visitors an elevated shopping experience, offering even more fashion inspiration than ever before, with a wider range of its award-winning footwear, accessories and clothing available to discover.

Beth McDonald, Managing Director at Derbion, said: "New Look's grand reopening at Derbion is sure to be a fantastic event for our customers. With giveaways, hidden gift cards, and the chance to win £200 spree across three days, there's something for everyone to enjoy.

"We're confident that shoppers are going to love exploring the new store and enjoy the brand's exciting reopening plans, and we look forward to New Look opening the doors to its new location this week."

For more information on Derbion, please visit www.derbion.com.

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Notes to Editors:

About Derbion:

Derbion is the East Midlands' premier retail and leisure destination, offering a full family-day out within a contemporary and safe environment.

The centre has an attractive lineup of famous brands with over 200 household names, including Next, Zara, Mango, H&M, M&S, Pandora, Hugo Boss, Tommy Hilfiger and JD Sports, with new additions in the last 12 months including Castore, White Stuff and Rituals. We're proud to also be home to a 127,000 sq. ft department store for Frasers, Sports Direct, USC and GAME.

With Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640 seat Derby Theatre, Derbion has an extensive leisure offer for visitors to enjoy. The venue's Food Terrace offers a wide variety of grab and go options for visitors to choose from, with eight further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,700 spaces in the heart of Derby city centre.

Find out more at <http://www.derbion.com>.