

MULTIPLES

New Look tests branded area

By Marino Donati

New Look has introduced young fashion brands including Blend, Golddigga and Ax Paris into 25 of its stores via a concession model.

The brands are part of a concession business developed by Hallet Retail, which runs the Fuse and Gallery areas in Debenhams and Allders in Croydon.

New Look is understood to be testing the concept as a way of introducing higher price points and more premium product alongside its own-label offer.

One rival retailer said the introduction of branded product made sense. "It's a great way of introducing brands that would

be right for New Look customers, but won't interfere with the chain's own brand," he said. "It also means the brands could get a great distribution," he said.

New Look already operates a concession partnership with menswear supplier BMB Group. BMB runs the retailer's suit concessions, which stock a number of New Look-branded tailoring and suits under BMB's various brands.

New Look also tested concessions with kidswear chain Adonis. However, this partnership ended when New Look decided to produce kidswear in house.

New Look and Hallett Retail were both unavailable for comment.