

intu reaps rewards for intu Potteries investment

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New Look Men and Smiggle are latest brands to join intu Potteries as it continues to enhance its retail offer after successful launch of £20m leisure and dining scheme

New Look Men is heading to intu Potteries as the retailer continues to roll out its menswear strategy with its seventh store opening. This latest signing marks the retailer's third menswear store with intu since the concept launched last year at intu Merry Hill, and subsequently at intu Trafford Centre. Smiggle, the popular children's stationery brand is also set to join the retail line-up at intu Potteries, as the centre continues to attract more key brands.

"Our national presence means we're well placed to help retailers flourish across the UK. The addition of two new great new brands; New Look Men which is still a relatively new concept and Smiggle which is continuing its UK roll out plan, demonstrates our leading market position and proactive approach to asset management," said Colin Flinn, regional director of intu.

"Our unrivalled understanding of the UK customer means we create compelling retail and leisure destinations that attract customers from further, for longer and that, ultimately, retailers want to be a part of."

intu recently invested £20m at intu Potteries to create a new leisure and dining offer for customers and within the first six weeks of opening, the centre saw footfall increase by 28%.

New Look's chief creative officer Roger Wightman said: "Menswear is a major area of growth for us and we've really developed our range so it's now far more fashion forward, and we're really excited to bring it to customers all across the UK, including Stoke-on-Trent."

The New Look Men store [3,250 sq ft] will open on the Middle Mall next to River Island and Top Shop and Smiggle [1,400 sq ft] will also be located on the Middle Mall, close to The Perfume Shop.

A much anticipated H&M store will be opening at intu Potteries this Autumn and multiple brands including JD Sports, WH Smith, HMV and Pandora have all invested to enhance their presence within the shopping centre by upsizing or relocating.

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