

Next Unveils Changes at Cheltenham

Submitted by: Next Group plc

Tuesday, 14 August 2012

The highly anticipated refurbishments at Gallagher Retail Park, Cheltenham are complete, with Next launching the new style store on Thursday 9th August.

The project, which began back in January, will see all of the stores departments increase in size. Most notable is the development to the Home section, which has almost tripled in size and will now house thirty-eight room sets, in comparison to the previous fourteen. Other exciting ventures include a newly launched men's department and an extended women's and children's shoe room.

To celebrate the transformation, Next gave away goody bags, which will included a choice of luxurious homeware items to the first 100 customers who spend £40 or over in store on Thursday 9th August.*

Additionally, on Sunday 12th August Next will be gave away a selection prizes in its Golden Ticket competition. The first 100 customers will be in with a chance of winning up to £100 in Next gift cards.

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The Next Autumn Winter homeware collection is an exciting blend of style and trends, and certainly has something to offer for every home. The Home Comforts range evokes charm and artsy comfort, employing strawberry pink and leaf green vintage-look floral prints, plaids, stripes and patchwork effect duvet sets (<http://www.next.co.uk/homeware/bedding>) and coordinating throws and cushions. Alternatively, the contemporary Metro range screams urban cool, combining streamlined fittings with a statement monochrome palette.

For women, the Luxe collection reworks seventies influences using rich retro shades of purple, salmon and maroon. Think precision cut blazers (<http://www.next.co.uk/shop/gender-women-category-suitjackets-category-suitskirts-category-suittrousers-0>), pussy bow blouses and check print tailoring. By contrast, the Etoile range adds a fashion edge with stylish detailing, with piping on sophisticated dresses and elbow patches on sweaters.

Menswear looks back to old school British style this Autumn. The gentlemanly New Heritage collection employs (<http://www.next.co.uk/men/coats-jackets>), shirts, tailored looks and coloured denim in a subtle rustic palette of harvest brown and ochre tones, while the sophisticated Gentlemen's Club range involves tailored fabrics enhanced by distinctive textures.

For Girls the new Arthouse collections utilize monochrome prints to achieve a dynamic, statement look. Boys will love the bold strips and Aztec motifs of the new Explorer range, which takes it's inspiration from the challenges of the great outdoors.

From 9th August Next will resume its normal opening hours of 9am – 9pm Monday to Friday, Saturday 9am – 7pm and 11am – 5pm on Sundays. Can't find what you're looking for in-store? Visit next.co.uk and order by 9pm for delivery the very next day.*

*Terms and conditions apply.

Issued August 2012, Matt King, Public Relations on Tel 0116 284 3185

Notes to Editor:

- Images from the Next Autumn Winter Lookbook and more are available to download from www.next.co.uk/press which is linked to www.prshots.com
- 'Like' Next on Facebook at facebook.com/nextonline, follow us on Twitter @nextofficial or get in the Next Google+ circle by search '+next'
- Please contact Matt King in the PR Department for more details 0116 284 3185.

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Matt King, 0116 284 3185, matthew_king@next.co.uk

Next Group plc|Desford Road|Enderby|Leicester|LE19 4AT