

AURORA

FASHIONS

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Aurora Fashions:

(Coast, Karen Millen, Oasis and Warehouse)

Aurora announces appointment of Group Multi-Channel Director

Aurora Fashions - the Group behind the well known international high street fashion brands Coast, Karen Millen, Oasis and Warehouse - is pleased to announce the appointment of Hash Ladha to the newly created role of Group Multi-Channel Director.

Aurora has seen e-commerce sales more than double over the last two years, now representing 10% of UK sales. Significant further growth is planned for 2010 with the UK e-commerce business increasing market share and a rapidly growing international online business. The Aurora brands already have a significant international presence, trading from stores and concessions in 45 countries, with e-commerce orders delivered to 27 countries last year. This year will see the launch of a dedicated US website with local fulfilment for Karen Millen, the first local language websites for all brands and an integrated multi-channel approach to international growth.

Hash joins Aurora from ASOS where he has held the role of Marketing and Operations Director since 2007 being part of the senior management team. Prior to this, Hash held various Marketing and Business Development roles including Marketing Director, New Look.

Hash joins Aurora on 1st June 2010.

Mike Shearwood, Chief Executive, said:

“Aurora is in a unique position, as one of the most advanced fashion ‘bricks and clicks’ retailers, to build upon our extensive international store network and further expand our e-commerce platform. I am confident that Hash’s wealth of experience at the forefront of e-commerce retail will support our multi-channel growth for all our brands.”

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Notes to Editors

Aurora Fashions owns, develops and manages the performance of some of the UK's most respected women's fashion brands - Coast, Karen Millen, Oasis and Warehouse, which are all aimed at the higher end of the market.

The Group is focused on providing an environment that enables each individual brand to flourish independently, while optimising economies of scale by sharing a common infrastructure for operations, finance and senior management resource.

Aurora's four fashions brands are among the most recognised in the UK and internationally, with 1,471 stores in 45 countries.