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Coast continues to grow internationally

- Coast London opens in five Bloomingdale's locations with new store concept -

Occasionwear specialist Coast has just completed the US exclusive launch of its new store concept in five Bloomingdale's locations this month. Opening first in Philadelphia in early September, followed by New York, New Jersey, Chicago and San Francisco, all locations house the specially created 'shop in shop' concept designed for Coast by award winning British designer Lee Broom.

In these five cities, Coast will now be able to offer US customers a full collection of luxury designs to suit any occasion. The US customer can also access the full collection online at www.coast-stores.com.

Margaret McDonald, Managing Director of Coast, said, "We are delighted to partner with Bloomingdales on this exclusive launch providing a true Coast London experience with a 'shop in shop' concept, service and collection that are a true reflection of the brand."

Lee Broom said, "This new concept perfectly captures the essence of the brand's occasionwear glamour, offering beautiful product showcased within a contemporary and modern environment."

Coast has recently opened new stores in Abu Dhabi, Jordan, Ukraine, Indonesia, Australia and New Zealand, demonstrating continuous international success for the brand.

Ends

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About Coast

Coast London, the ultimate occasionwear destination, has built a strong reputation for offering beautifully crafted collections for all those special occasions in your life.

Today Coast offers a multi-channel customer experience with a portfolio that includes 350 stores, in the UK, Europe, Middle East, Far East and Australia.

About Lee Broom

Lee Broom founded his company four years ago and has since gone on to become one of the UK's leading product and interior designers. In his career, Broom has launched five furniture and lighting collections, designed over 40 retail, restaurant and bar interiors and has won more than 17 awards.

His work has been featured internationally in most major broadsheet and interior design publications. The Guardian recently wrote “Lee Broom is to furniture what Marc Jacobs or Tom Ford are to fashion” and his meteoric rise has seen him dubbed “the pin up of British manufacturing” by The Times.