

For Immediate Release, 2 August 2011

**Aurora Fashions  
(Coast, Oasis & Warehouse)  
First Fashion Group to Launch 90 Minute Delivery Across UK**

Aurora Fashions, the group behind some of the UK's most respected women's fashion brands - Coast, Oasis and Warehouse – is launching 90 minute deliveries across all its brands in key cities across the UK, becoming the first fashion retailer to do so.

The service, part of Aurora's strategy to offer its customers the widest range of delivery options on the market, allows customers to order and receive their fashion items within as little as 90 minutes by selecting this option at the checkout on the brands' websites. The service is being launched today in Manchester, Leeds, Edinburgh and Glasgow and will be followed next month by Birmingham, Liverpool, Bristol, Cardiff and Belfast.

The regional roll-out follows a successful three-month pilot in London where 91% of orders were delivered in under 90 minutes. The fastest fulfilment was just 18 minutes to an address in Central London.

Hash Ladha, Group Multi-Channel Director at Aurora Fashions said, "Our customers want the freedom and flexibility to shop and buy in whatever way best suits their lifestyle. They can now order a product across any of our brands in the afternoon and be wearing it that same evening, which is a fashion first. We have upgraded all our delivery options and we now provide the widest range and fastest options available to our customers with both same day and 90 minute delivery."

Aurora Fashions have also introduced premium next day delivery, a new concept which enables customers to order after the usual next day service timeframe finishes. Hash Ladha said, "Premium next day delivery uniquely extends normal next day ordering hours to midnight, seven days a week. Combined with 90 minute deliveries, this positions Aurora at the forefront of new developments in multi-channel retailing in response to customer demand."

One of the Aurora brands, Warehouse, is launching the service with an introductory offer of 90 minute delivery for just 90p from 22<sup>nd</sup> to 28<sup>th</sup> August.

Ends

**ENQUIRIES:**

**Company**

Nicola Quinion **Aurora Fashions** Tel: +44 (0)20 7954 3710

**Media**

Fishburn Hedges Tel: +44 (0)20 7839 4321

Suzanne Morris / Emma Dennis

Email: [aurora@fishburn-hedges.co.uk](mailto:aurora@fishburn-hedges.co.uk)

**Notes to Editors**

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

Aurora Fashions' brands are among the most recognised in the UK and internationally with 1,278 stores in 33 countries.

Aurora's store portfolio breaks down as follows:

UK / International

Coast 207 / 120

Oasis 253 / 242

Warehouse 306 / 150