

For Immediate Release, 3 October 2011

**Aurora Fashions  
(Coast, Oasis & Warehouse)  
Launches 90 Minute Delivery Across Further UK Cities**

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 five new 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 tomorrow in Birmingham, Liverpool, Bristol, Cardiff, Belfast and areas surrounding the Lakeside Shopping Centre in Thurrock.

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 16 minutes to an address in Central London. The service is also already available in Manchester, Leeds, Edinburgh and Glasgow, having launched in those cities in August.

The delivery service is supported by internet start-up Shutl. Its web service, which works by aggregating the capacity of local same-day couriers, integrates with Aurora's own e-commerce platform, allowing the group's brands to fulfil online orders quickly from local stores, rather than a centralised warehouse.

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."

The total number of stores across Aurora's three brands (Coast, Oasis and Warehouse) in each region is as follows:

Birmingham 18  
Liverpool 10  
Bristol 20  
Cardiff 14  
Belfast 12  
Lakeside 8

**Ends**

**ENQUIRIES:**

**Company**

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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, 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

**About Shutl**

Shutl is a UK start-up that promises to bring delivery up to speed by letting shoppers get what they want, when they want it. The service connects retailers to local same-day courier companies, enabling delivery to both online and in-store customers within as little as 90 minutes ('Shutl Now') or within a one-hour delivery window of their choice ('Shutl Later'). Shutl currently holds the record for the world's fastest e-commerce delivery; a shopper taking receipt of their goods within 18 minutes of checking out online. Shutl was founded by veteran entrepreneur Tom Allason, also known for founding eCourier.co.uk. The company has been operating since March '10 and counts Argos, Aurora Fashions, B&Q Tradepoint, Karen Millen and Laithwaites Wine amongst its customers. [www.shutl.co.uk](http://www.shutl.co.uk)