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## **Aurora Fashions launches German website**

### ***- First foreign language website marks launch of new international e-commerce strategy -***

Aurora Fashions, the group behind some of the UK's most internationally respected women's fashion brands – Coast, Oasis and Warehouse – will launch its first native language website this autumn in the group's largest European market, Germany.

The new transactional site, which is due to launch in October, will cater specifically to German domestic preferences and provide an authentic, local shopping experience.

It will also unveil Aurora's new tabulated website approach to providing a one-stop-shop for all three brands. Customers will be able to navigate conveniently from one brand to another and shop using one basket and one combined checkout, maximising cross-selling opportunities.

Importantly, this unique strand to Aurora's multi-channel retail strategy has been designed with the possibility of inviting brands outside of the Aurora portfolio to join the site. Retailers targeting the German market with complementary fashion brands will be able to unite with the Aurora brands to benefit from shared traffic and a stronger, aggregated consumer offering.

Hash Ladha, Group Multi-channel Director at Aurora Fashions, said, "We are passionate about creating an online experience designed exclusively for the German market and customer. The new site will offer free returns, standard and express delivery options and local payment options, such as invoicing – service we're confident will equal that expected of any local e-tailer.

"The tabulated model is an exciting evolution of our approach to multi-channel and we're already in discussions with brands who are interested in collaborating with Aurora to offer the customer great variety of product in one single shop, basket and delivery destination."

The German website is the first of three planned for launch in international territories by 2012. In the meantime, the brand UK sites will continue to deliver to customers in 29 international markets.

Mike Shearwood, CEO of Aurora Fashions, added, "We've translated long-term UK success into international expansion with brands that have their own distinctive market positions and appeal to consumers of all nationalities around the world, alongside a best-fit approach to market entry. Having dedicated sites in our key markets gives Aurora a truly global multi-channel presence and, with this tabulated website move, we're embarking on a new chapter."

**Ends**

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**About Aurora Fashions**

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 /Germany

Coast 207 / 120 / 44

Oasis 253 / 242 / 29

Warehouse 306 / 150 / 33