

# AURORA

FASHIONS

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**PHOTOGRAPHS:** Available from Hudson Sandler

## **Aurora Fashions:**

**(Coast, Karen Millen, Oasis & Warehouse)**

### **Wins two awards at the Retail Week Technology Awards**

Aurora Fashions – the Group behind the well known international high street fashion brands Coast, Karen Millen, Oasis and Warehouse – was awarded the IT Team of the Year and the EPoS Initiative of the Year awards at the Retail Week Technology ceremony on the 15<sup>th</sup> June 2010.

The Aurora IT team managed a difficult transition for the new Aurora group, uncoupling two brands; relocating head-office and warehouse functions; and delivering multi-million annual savings. They rolled out new EPoS systems and replaced the wide area network to over 300 locations for Warehouse; developed innovative multi-channel solutions such as the award winning iPhone and mobile phone gift voucher application; and deployed IT services to over 600 overseas stores. They are shortly to implement an innovative order anywhere, deliver anywhere, single stock pool “click and collect” system across the four brand portfolio.

#### **Derek Lovelock, Executive Chairman, said:**

“The IT team has managed to maintain a consistent and exemplary service through difficult and complex times. The successful track record of the team to deliver value and underpin a multi-brand business within a competitive marketplace is fundamental to our success.”

Oasis was the first high-street fashion brand worldwide to release peer-to-peer SMS gift voucher technology and launched the Electronic Point of Sale (EPoS) initiative on the 8<sup>th</sup> December 2009. The service, which was designed by leading mobile technology firm Eagle Eye Solutions, allows website visitors to purchase vouchers in denominations of £10 - £300 which can be redeemed in stores via Oasis’ EPoS system. This initiative makes the shopping experience more accessible to the challenging demands of daily life and builds on the first commercial fashion iPhone application.

This award confirms Aurora's positioning at the forefront of technological development for the high street and recognises that through embracing the emerging mobile market, Aurora has created a roadmap for the future integration of online and in-store commerce.

Aurora Fashions recently appointed Hash Ladha as Group Multi-Channel Director and believe his expertise coupled with the innovation and skill demonstrated by the e-Commerce team will further strengthen the group's ability to deploy solutions that add value to our customers in a competitive market.

**Mike Shearwood, Chief Executive, said:**

“Winning these awards is a great achievement and a testament to the professionalism, hard work, innovative thinking and ability to deliver of the IT team, the e-Commerce team and all who were associated with the mobile gift voucher initiative.”

**- ENDS -**

### **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.