

For Immediate Release, 23rd May 2011

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

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

The service, part of Aurora's strategy to provide its customers with the widest range of delivery options on the market, is being provided by internet startup Shutl. It allows customers to order and receive their product within as little as 90 minutes by selecting this option at the checkout on the brands' websites. The service is currently being offered within London and will be rolled out to other locations in due course.

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."

Tom Allason, Shutl's founder and CEO commented, "We are delighted to be working with Aurora to offer such a world-leading and consumer-centric shopping experience. This is the most sophisticated implementation of our service to date and the result is the world's fastest fashion."

Oasis were the first brand to pioneer this technology, followed by Coast and Warehouse who launched the 90 minute delivery option towards the end of last week. 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."

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

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

Shutl

<http://www.shutl.co.uk/>

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, known for founding eCourier.co.uk. The company has been operating since March '10 in a closed beta with a handful of retailers.