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Meg Lustman Appointed MD of Warehouse

Aurora Fashions - the Group that is behind the well known international high street fashion brands Karen Millen, Coast, Warehouse and Oasis - is pleased to announce the appointment of Meg Lustman as the new Managing Director of the Group's fashion brand Warehouse.

Meg has been an integral part of the Group's management team for almost 10 years and has been a main Board Director of the Group for the last 5 years, responsible for the strategic growth areas of international and e-commerce as part of her role as Group Strategy Officer. The Aurora brands now trade from 1,427 stores in 45 countries across 5 continents with the group's e-commerce sales growing by 145% in the last 2 years.

In order to concentrate on running Warehouse, Meg has relinquished her day to day Group Strategy role, but will retain her seat on the Group's main board.

Prior to joining Oasis, Meg worked at Sears plc for over 10 years and pioneered international development with Adams Childrenswear and Wallis.

Mike Shearwood, Chief Executive of Aurora Fashions, said:

"Warehouse has a strong brand heritage and an experienced executive team. I believe that Meg's appointment as MD will maximise the brand's future growth - both domestically and internationally. I have no doubt that Meg's broad experience and great track record of taking brands into new markets and distribution channels will be key to the ongoing success of Warehouse."

ENDS

Notes to Editors – Continued Overleaf.....

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Aurora Fashions owns, develops and manages the performance of some of the UK's most respected women's fashion brands – Karen Millen, Coast, Warehouse and Oasis, 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 1,427 stores in 45 countries.