

# AURORA

FASHIONS

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## **Aurora Fashions:**

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

### **New MD Appointments for Oasis and Coast**

Aurora Fashions – the Group behind the well known international high street fashion brands Coast, Karen Millen, Oasis and Warehouse – has revealed that Liz Evans, currently Managing Director – Coast, is appointed Managing Director – Oasis, while Margaret McDonald replaces Liz as Managing Director – Coast, with effect from October 2010.

#### **Liz Evans, Managing Director - Oasis**

Liz joined Coast as Retail Director in February 2006 from Marks and Spencer where her career had spanned a broad range of appointments in the UK and internationally, encompassing both store based and head office roles.

In November 2007 she was promoted to the position of Managing Director – Coast in recognition of the leadership and commercial success she had achieved. Under her leadership Coast has opened 90 stores, including opening in 7 new international markets; grown online sales by 84%; and delivered a sustained period of growth in its existing store portfolio.

#### **Margaret McDonald, Managing Director - Coast**

Margaret joins Aurora directly from her position as CEO of LK Bennett since 2008. Prior to that, her career spans 20 years of experience with a distinctive mix of buying, merchandising, distribution, sourcing and operations.

Margaret started at Primark before working in the US for 5 years, gaining global experience with Banana Republic, GAP Inc. and Limited Inc. She then went on to senior roles at French Connection and Marks and Spencer before returning to Gap Inc. to head up the Buying teams for Gap Europe and launch Banana Republic in Europe.

#### **Mike Shearwood, CEO of Aurora Fashions, commented:**

“I am delighted to announce these appointments which are a key part in positioning both Oasis and Coast for continued growth and future success.”

- 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.

The store portfolio breaks down as follows:

|                     | <b>UK</b> | <b>International</b> |
|---------------------|-----------|----------------------|
| <b>Coast</b>        | 209       | 85                   |
| <b>Karen Millen</b> | 90        | 171                  |
| <b>Oasis</b>        | 243       | 247                  |
| <b>Warehouse</b>    | 306       | 119                  |