

For Immediate Release, Tuesday 12th July 2011

**Aurora Fashions
(Coast, Oasis & Warehouse)
Clive Reeve to re-join Oasis as Design Director**

Aurora Fashions, the group behind some of the UK's most respected women's fashion brands - Coast, Oasis and Warehouse - announces the appointment of Clive Reeve, as Design Director at Oasis.

Clive joins Oasis this Autumn from Wallis, where he has spent the last three years as Design Director. Prior to this, Clive developed his career within Oasis from 2000 to 2008 joining as a Designer on knitwear and advancing to the position of Head of Design.

Liz Evans, Managing Director of Oasis, commented: "We are delighted that Clive is returning to the brand and his appointment will play a key role in positioning the brand for future growth both in the UK and internationally."

Established in 1991, Oasis is a leading aspirational high street boutique with 502 stores and concessions in 25 countries. Over a third of the brand's sales are outside the UK and the business is currently expanding across Russia, China, Europe and the Middle East.

- ENDS -

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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 260 / 242

Warehouse 306 / 150