

Notes to Editors

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 1,471 stores in 45 countries.