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Aurora Fashions Launches US E-Commerce Platform for Warehouse, Oasis and Coast London

Three Iconic British Brands, One Shared Shopping Cart

NEW YORK, NY - Aurora Fashions, the group behind some of the UK's most internationally respected women's fashion brands – **Coast**, **Oasis** and **Warehouse** – will launch its first US e-commerce site this spring.

The new transactional site, **andotherbrands.com**, which is due to launch **April 24th 2012**, will have a shared basket, allowing convenient navigation from one brand to another. One combined checkout will maximize cross-selling opportunities and the brands will benefit from shared traffic whilst the customer receives a stronger, aggregated product offering to choose from.

These three dynamic fashion destinations on one e-commerce platform will cater specifically to US consumers, providing excellent customer service through local shipping rates and a consistent and authentic customer experience.

The US website is one of five international launches for the brands in 2012, across Europe and Australia, where local payment terms and fully translated sites will also be available where applicable.

Mike Shearwood, CEO of Aurora Fashions, added, "We've translated long-term UK success into international expansion with brands that have their own distinctive market positions and appeal to consumers of all nationalities around the world, alongside a best-fit approach to market entry. Having dedicated sites in our key markets gives Aurora a truly global multi-channel presence and with this tabulated website move, we're embarking on a new chapter."

Established in 1991, **Oasis** (Oasis-Stores.com) is a leading aspirational high street brand with 500 stores and concessions in 25 countries. Known for beautiful clothing and accessory ranges with its fashionable, feminine customer in mind, Oasis differentiates itself through in-house design and unique sub-brands creating quality, flattering product for every occasion.

Established in 1976, **Warehouse** (Warehouse-London.com) is positioned at the upper end of the high street delivering a stylish and fashion led collection to meet the latest seasonal trends. Warehouse won the 'High Street Retailer of the Year' category at the 2011 Drapers Fashion Awards

Coast (Coast-Stores.com) is the occasionwear specialist in the UK marketplace and was established in 1996. Coast offers beautifully crafted product for women of all ages for any occasion.

The individual brands can be followed on Twitter @WareStyle, @OasisFashion and @Coast_London.

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