

c o a s t

The
Drapers
Awards
2005

Coast win Drapers Award

Coast was announced as the winner of the 'Smaller Fashion Multiple of the Year' at the Drapers Awards last night in London. This award recognises Coast's incredible growth over the last three years and its position as the number one destination for occasionwear on the UK high street.

Commenting on the Coast entry, the Drapers Awards judges said:

'Four years ago the clubwear focussed brand was struggling to find its identity and was losing £2.5 million a year. The designers decided to focus on the best-sellers: dresses and separates for special occasions. Before long, Coast became a must-have concession for department stores and a 'secret find' for customers. Since then sales have nearly tripled from £25m in 2003 to £71m in 2005, and show no sign of slowing down. Coast is increasing its design capability to be able to offer different ranges and colours to each department store group – an innovative exclusivity bonus for both the stores and customers. The business has emerged from the shadow of its sister Oasis and has its own distinctive handwriting that is less influenced by catwalk trends and more by timeless glamour.'

The Drapers award builds on the achievement of Coast winning the 'Rising Star of 2002' at the Retail Week awards and with stores numbers set to reach 204 in the UK and internationally by the end of the year, Coast's growth looks set to continue.