



Mosaic Fashions hf

Press Release

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Mosaic Fashions to re-launch Anoushka G

Mosaic Fashions has acquired the occasionwear brand Anoushka G and will re-launch the brand in Spring 2008. Anoushka G was established in 2001 as a glamorous occasionwear brand and at its peak was sold in over 200 outlets across independents and department stores in the UK, Ireland, Italy, Spain, Greece, Russia, the Middle East and the USA. Anna and George Hadji, the founders of Anoushka G, have joined Mosaic to lead the re-launch of the business and under their creative direction Anoushka G will continue to fulfil the brand's reputation for 'Hollywood red carpet glamour'. Whilst operating under the umbrella of the Mosaic group, Anoushka G will be managed independently from the other Mosaic brands, maintaining its distinctive brand personality.

Initially the brand will return to the UK through concessions, launching in House of Fraser in Spring 2008. Anoushka G will also re-launch their wholesale collection under the 'Anoushka G Couture' label. This collection will be showcased at two shows in Spring 2008, Pure in London and Pret a Porter in Paris.

Further Information

For further information please contact the company's Investor Relations Manager, Jessica Wilks on +44 20 7452 1122

Information on Mosaic Fashions is available on the company website at www.mosaic-fashions.is or www.mosaic-fashions.co.uk

Mosaic Fashions is the parent company of eight successful design led fashion brands; Coast, Karen Millen, Oasis, Odille, Principles, Shoe Studio, Warehouse and Whistles. It operates 1,708 stores and concessions, mainly in the UK and Ireland, but also in the rest of Europe and the USA. It has 200 franchise stores in 31 countries worldwide, and 52 department store concessions in China through a joint venture. The group employs over 13,000 employees.