



## COS TO OPEN FIRST STORE IN AUSTRIA

COS the fashion brand, renowned for its clean-cut accessible designs, is pleased to announce that it will open the doors of the first Austrian store at Bauernmarkt, Vienna. The store will be the 55th COS location on a global scale, having previously confirmed new store openings for 2012 in: Italy, Finland, Poland, Hong Kong and Kuwait.

The brand known best for producing timeless wardrobe perennials with a clean aesthetic, whilst also incorporating a subtle design twist that lends each garment an unexpected yet practical component, will carry their entire men's, women's and children's wear collections.

With a focus on natural materials and stylish modern features, the store interior will follow the established COS design aesthetic.

Marie Honda, COS Overall Brand Responsible says; "We are very pleased to be opening in Austria, a country renowned for its culture and aesthetic. Opening our first store in Vienna is an exciting step for COS and we hope that our customers will be happy with the new store space, the collection and the brand."

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COS launched on London's Regent Street in March 2007. COS is part of the H&M group. COS compliments H&M in sharing the same business concept - 'fashion and quality at the best price' - COS prices start where H&M's finish. COS has a wide product range that is divided into a number of different concepts, incorporating fashion essentials, reinvented classics and the latest trends for men and women. COS is created by an in-house design team of designers and buyers. COS currently has 46 stores in nine countries (UK, Germany, Netherlands, Denmark, France, Spain, Belgium, Ireland and Sweden) and currently retails online to an additional 9 European markets.