

PRESS INFORMATION
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COS: COLLECTION OF STYLE

The new fashion brand that puts the haute in high street

COS is the new fashion concept that's set to land in London's shopping heartland, with a sleek William Russell designed Regent Street flagship, due to open its pristine doors on 16 March. COS is the progeny of H&M that merges high fashion attributes (meticulous fabrics finish and fit) with ground level pricing; creating inspirational design that's financially accessible.

COS splices its design flair with attainable prices for both men and women. These are immaculately produced wardrobe perennials: incorporating clean-cut accessible design with just a wink of character; a subtle design twist that lends each garment a modernist edge. Be that a chic black sack dress with a bold contrast metal zipper running down the back. Or for men: a butter soft fudge leather bomber jacket with Western stitch detail.

Previously, it was nigh on impossible to track down an understatedly cool cocktail dress without paying top fashion-house dollar. And men were in the same Riva-priced boat when it came to glove-like modern-edge tailoring. COS offers just such dapper attire, minus the telephone figures price tag.

"It is fashionable essentials, reinvented classics and the latest trends," says Rebekka Bay COS's womenswear designer.

"The focus is quality in terms of the fabrics, fit and finish. It's ready-to-wear level design at high street prices. Plus, there are lots of fundamental pieces, like the perfect fitting piqué polo shirt; crisp shirting; classic T-shirts and cashmere V-necks," adds Michael Kristensen, COS's menswear designer.

Equally essential kit for women involves: easy-to-wear cotton poplin vest dresses; slouchy chinos; perfect-fit skinny black trousers and 50s-style edge-to-edge coats.

Fashion alert males will zero in on slim-fit cardigans; Forrest Gump-style short-sleeve shirts and keenly cut city shorts. And fashion maidens will swoop on swingy pleat smock dresses; dinner shirts re-worked as crisp blousons and sun-faded 50s ceramics print shift dresses.

COS's sophisticatedly subtle colour palette of crisp white, soft putty grey, rich tobacco brown, sharp black, graceful navy and warm khaki, is intermittently pierced with colour bursts of bright red and bold electric blue.

Ultimate race-you-to-the-rack appeal emanates from COS accessories. Be that a minimalist-lush nylon city bag, natty brogues, or an exquisitely crafted large black leather baguette finished in luxe bridle-like detailing.

From elegant tuxedo suits and knife-sharp city tailoring to soft cashmere knits; COS is fashion nirvana for the non-showy, design alert shopper.

COS's London launch will be followed by a roll-out tour of COS store openings in Germany, Belgium and the Netherlands at the end of March. Ten stores are planned to open by the close of 2007.

Price examples women:

Dresses: From €49.00 to €79.00
Shirts: From €29.00 to €39.00
Blazers: From €79.00 to €125.00
Trousers: From €49.00 to €79.00
Skirts: From €49.00 to €69.00
Jeans: €69.00
Party dresses: From €79.00 to €125.00
Outerwear: From €79.00 to €225.00
Leather bags: From € 125.00 to €250.00

Price examples men:

Suits: From €250.00 to €350.00
Shirts: From €39.00 to €49.00
Trousers: From €59.00 to €69.00
Cashmere jumpers: €99.00
Jeans: €69.00
Party waist coat: €69.00
Outerwear: From €175.00 to €190.00
Shoes: €99.00

Pictures and film material from the fashion show and the launch event:
www.cosstores.com/press

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