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#### COS TO OPEN IN DUBAI

After the successful launch of COS, Collection of Style, in The Avenues in Kuwait, COS and M.H. Alshaya, one of the world's leading international retail franchise operators, are pleased to announce the continued expansion across the Middle East with its first store opening in Dubai in spring 2013.

COS, offers high end design and premium quality at an affordable price. Since its launch in 2007, COS has been laying its own path and is now synonymous as the brand favouring style over fashion. The new store will be located within the Dubai Mall, the region's premier shopping destination.

Marie Honda, Overall Brand Responsible for COS, says, "We are very happy to be opening in Dubai and to be expanding further into the Middle East. Alshaya represents the ideal partner for us and we look forward to continuing this relationship."

More details to follow in due course.

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COS launched on London's Regent Street in March 2007. COS is part of the H&M group. COS complements 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 timeless design for men and women. COS is created by an in-house design team of designers and buyers. COS has 64 stores in 15 countries (UK, Germany, Netherlands, Denmark, France, Spain, Belgium, Ireland, Sweden, China, Italy, Poland, Finland, Kuwait and Austria) and currently retails online to 18 European markets.