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COS TO OPEN IN ISTANBUL

COS, Collection of Style, is pleased to announce the launch of the brand in Turkey, with an inaugural store opening in Istanbul.

The brand renowned for offering men and women style over fashion, core wardrobe essentials and garments that evoke timeless modernity, will launch in the landmark development Zorlu Centre, later in the year. As the first opening in the diverse Turkish retail market, this represents a new chapter for the brand known for its commitment to design, quality and affordability.

Marie Honda, Overall Brand Responsible for COS, said of the planned Turkish expansion, "We are all looking forward to the opening. Istanbul is a vibrant and exciting city and we feel the Zorlu Centre will be the ideal setting".

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 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 has 69 stores in 17 countries (UK, Germany, Netherlands, Denmark, France, Spain, Belgium, Ireland, Sweden, Finland, Austria, Italy, Norway, Dubai, Kuwait, China and Poland) and currently retails online to 18 European markets.