

# Oasis

## Feminine and fun – ‘A modern Romance’



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**Founded in 1991, Oasis has evolved into one of the leading high street fashion retailers by staying true to its philosophy of creating clothing and accessories aimed at fashion conscious 18-30 year-olds – fashionable, wearable and colourful.**

From its launch the brand has gone from strength to strength by achieving year-on-year sales growth and a significant share of the high street. Oasis fashion stores now operate from 106 outlets and 162 concessions across the UK and Ireland, with 153 international stores spanning more than 15 countries.

With a reputation for design, detail, colour and femininity the Oasis collection succeeds in bringing together a mix of fashion influenced style with its true personality and continues to evolve season on season.

Understanding the customer remains at the heart of the brand. Its eclectic and diverse range – from individual fashion pieces to occasion wear or everyday casual wear – and trademark tailoring collections are a must for the modern professional woman, looking for that added twist and fashionable look.

Oasis continues to drive the innovation of its business and change in consumer attitudes by launching new product ranges. In response to a demand for more desirable and aspirational collections Oasis has opened up the potential of providing ‘something different’ with the launch of new sub-brand collections.

Launched in October 2003, New Vintage tapped into the growing trend for vintage clothing; offering a range of period pieces – sourced in the flea markets of Paris, London and Los Angeles – that were recreated by the Oasis design team offering a unique concept: vintage in style but modern in fit. The collection is now in its sixth season and each collection is eagerly sought after in flagship stores worldwide.

In April 2006, Oasis launched its first socially conscious high street clothing range Future Organic, comprising of 100% organic cotton fibre, which has been used to produce a distinctive range of denim and t-shirts.

80% of Oasis collections are designed in-house, with much of the brand’s success attributed to the differentiation this achieves. It’s a policy that enables Oasis to offer a quick interpretation of fashion that’s affordable but aspirational – retaining the essential Oasis ‘difference’. The design team make regular trips around the world to gain inspiration and to attend trend shows – ensuring the delivery of key looks each season. Design and innovation are the life blood of the brand and it is this philosophy that is carried through into all aspects of the Oasis experience – from the considered selection of each store location and bespoke interior to the development of all Oasis imagery, packaging and labelling; designed with the fun-loving spirit of its customers in mind.

The fashion credibility of Oasis can be seen by the extensive PR coverage the brand achieves. An underlying current of positive PR and word-of-mouth recommendation amongst the fashion press and opinion formers, also helps to drive new customers. For instance seeding of the new denim range ‘Premium Denim’ to celebrities generated

a cult demand from the likes of Jodie Kidd, Jade Parfitt and Erin O’Connor.

The brand’s Birmingham Bullring store, opened in September 2003, clearly showed its vision for the future. All aspects of the design were created to enhance the overall shopping experience; interiors that took the customer on a journey through a number of salon style rooms, delivering a boutique style experience within a larger space. All new Oasis store openings and refurbishments deliver a unique environment for its customers that remains fresh, relevant and individual.

