

# Coast launches Virtual Shopping Service

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Tuesday, 25 November 2008

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Coast, one of the UK's leading women's occasion wear retailers, has launched a brand new virtual shopping service called "Fitting Room by Coast" available online at the brand's new transactional website.

The new service includes the new Coast Stores Fitting Room ([http://www.coast-stores.com/pws/Content.ice?page=fitting\\_room&pgForward=content](http://www.coast-stores.com/pws/Content.ice?page=fitting_room&pgForward=content)), a virtual shopping tool which enables the user to choose pieces and accessories and style them together to create outfits for any occasion, all with the click of a mouse.

The Fitting Room features the world's first group shop facility that enables users to share and discuss outfits and shop with friends, using an instant messaging service in the customer's own assigned virtual fitting room.

Whether users are a group of friends shopping for a party or a bride planning bridesmaid dresses for a wedding, Coast Stores (<http://www.coast-stores.com/>) new group shop feature will enable customers to meet with friends to discuss outfit options, all from in front of their computers.

The easy to navigate Coast website offers all the services of a premium e-tailer, such as numerous product images shot at different angles and a zoom facility enabling users to see close ups of fabrics and details.

As occasion wear specialists, Coast's approach is to give all products an unrivalled attention to detail. From beautiful in house designs that the brand creates, to the service and environment of the stores, the Coast philosophy is to make the shopping experience a special and trouble free process, a fact supported by the new virtual Coast Fitting Room ([http://www.coast-stores.com/pws/Content.ice?page=fitting\\_room&pgForward=content](http://www.coast-stores.com/pws/Content.ice?page=fitting_room&pgForward=content)).

The Fitting Room is live at [www.coast-stores.com](http://www.coast-stores.com) now.

About Coast:

Since being founded in 1996, Coast has become a leader in women's occasion wear, dedicated to creating and providing beautifully designed, quality garments for the special times in customers' life. Coast collections have won several prestigious awards from the UK fashion industry including being named winner of Best Premium Collection at the Ariel Fashion Awards 2006 and the Winner of Best Premium Collection at the LK Today High Street Fashion Awards 2007. Coast was also the Official Women's Stylist for the 2007 BAFTA Television Awards.

With 52 stand-alone stores and 185 concessions in the UK and Ireland and 60 worldwide, the Coast journey has taken an exciting new step with the launch of the company's transactional website – another wonderful way to browse and enjoy the very latest Coast collections.

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