

Debenhams putting the spotlight on fabulous party wear styles

Submitted by: pr-sending-enterprises

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Debenhams.com has announced several changes have been made to their site to help shoppers make an informed decision when choosing from the new extended range.

This year the range includes an exclusive collection of limited edition dresses (http://www.debenhams.com/webapp/wcs/stores/servlet/category_10001_10001_17627_-1) by designers at Debenhams and trend-led styles in the Cocktail Hour, Siren and Jewelled Brights selection.

Celebrity stylist Mark Heyes is on hand to help the shopper make a final decision on what type of party wear (http://www.debenhams.com/webapp/wcs/stores/servlet/category_10001_10001_79117_-1) to buy. Several ranges of dresses come specifically recommended by Heyes, who has also written several style advice pages and features using videos to give fashion tips. There is also useful advice to read on the site - such as what suits a person's body shape - to give shoppers more information on the sort of clothes they would look good wearing.

The collection of black dresses (http://www.debenhams.com/webapp/wcs/stores/servlet/category_10001_10001_18649_-1) is one of the most popular on the site and there are several new gadgets which help cut out the likelihood of buyer disappointment. The improved zoom function allows users to look at the dresses up close meaning there are no surprises when the material or the stitching don't quite match up with expectations.

Whilst images show the basic look of a dress, Debenhams.com has also added videos to many of its evening dresses (http://www.debenhams.com/webapp/wcs/stores/servlet/category_10001_10001_66851_-1) pages. These show a model walking down a runway or giving a twirl to display how the dress reacts to certain kinds of movement.

Another new feature of the website is that it allows customers to leave a review based on their experience. Reviewers can leave a rating out of five for each dress as well as a short description of what they liked or disliked about the dress. This can be a useful tool for shoppers unsure which of the new range of party dresses (http://www.debenhams.com/webapp/wcs/stores/servlet/category_10001_10001_66154_-1) to go for, as it offers an unbiased customer opinion on the products.

About Debenhams:

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's wear, men's wear, home wares, health and beauty, accessories, lingerie and children's wear.

Debenhams has 139 stores including seven Desire by Debenhams stores, across the UK and Ireland with approximately 10.1 million square feet of trading space and around 21,500 employees.

In addition, Debenhams has 30 international franchise stores in 14 countries outside the UK and Ireland,

with a further 15 franchises scheduled to open by the end of the 2008 financial year. Debenhams is also extending its customer reach by making direct sales through its internet website. Debenhams has a successful own brand portfolio of approximately 55 labels (such as Debut, Maine New England, Red Herring and Thomas Nash) and including 25 designers at Debenhams brands.

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