

Debenhams reveals sales of nude underwear has soared

Submitted by: pr-sending-enterprises

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Debenhams, the department store, has revealed that women are choosing flesh-coloured lingerie over extravagant sets when it comes to updating their lingerie wardrobe this spring with sales of nude shape wear up 99% in the past four weeks according to Debenhams research.

Debenhams has seen a consistent rise in sales of flesh coloured lingerie (<http://www.debenhams.com/lingerie>) available to match any skin tone, from fair to dark, since the onset of spring.

Detailed, patterned lingerie is being saved for special occasions such as Valentine's Day and Christmas, as women are opting to buy nude everyday sets which can be worn under black, white or bright colours invisibly.

The sales signal the end of mismatched underwear, traditionally worn to coordinate with clothes.

Debenhams head of lingerie buying and design, Sharon Webb said: "It's no surprise that British women are opting to go nude - it makes perfect sense at a time when we are all watching our pennies.

"We stock a huge choice of natural colours, from cream and beige, through to taupe, tan and chocolate. These aren't just plain t-shirt bras, but include detail such as jacquard, lace, memory foam moulds and a wide range of control wear in natural shades.

"We are seeing some customers buy two, three or four new bras (<http://www.debenhams.com/lingerie/bras>) at a time, in varying shades of neutral rather than the traditional black or white everyday choices."

In a survey of 1000 shoppers, 66% of women said they would opt for flesh coloured lingerie when shopping. This is reflected in a 72% sales increase across all nude styles compared to this time last year – prompting Debenhams to re-look at stock levels to cope with the demand.

When questioned why they choose to go nude, over 65% of women stated that they prefer the simplicity and ease to wear over traditional black or white, or lavish lace bra and knickers (<http://www.debenhams.com/lingerie/knickers>) sets.

As a result, Debenhams has expanded its skin-tone lingerie ranges to include different shades such as mocha-latte and honey.

Sharon Webb continued: "It's down to clever recessionista shoppers - customers want lingerie they can wear under anything, rather than having to match the colour of your bra to your top. In particular, flesh coloured strapless bras (<http://www.debenhams.com/lingerie/bras/multiway-strapless-bras>) are flying off shelves."

Celeb fans of sheer styles include Kim Kardashian, Lady Gaga, Kylie Minogue and Katy Perry, with nude set to be a huge colour for spring fashion, which is clearly having an impact on lingerie buying

habits.

About Debenhams:

Debenhams is a leading department stores group with a strong presence in key product categories including womenswear, menswear, childrenswear, home and health and beauty. Debenhams is the second largest department store chain in the UK.

Debenhams operates 161 stores in the UK and Republic of Ireland. Debenhams also has 61 international franchise stores in 24 countries and six Magasin stores in Denmark.

Designers at Debenhams include Preen, Jonathan Saunders, Jonathan Kelsey, Roksanđa Ilincić, Ted Baker, Jeff Banks, Jasper Conran, Erickson Beamon, FrostFrench, Henry Holland, Betty Jackson, Ben de Lisi, Julien Macdonald, Melissa Odabash, Jane Packer, Pearce Fionda, Janet Reger, John Rocha, Lisa Stickle, Eric Van Peterson and Matthew Williamson.

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