

Debenhams launches 'Boob Job in a Bra'

Submitted by: pr-sending-enterprises

Tuesday, 2 August 2011

Debenhams has announced the launch of the ultimate cleavage bra, aiming to boost women's assets and give the biggest cleavage boost on the high street.

Women will be rushing to get their hands on the new Triple Boost Bra

(<http://www.debenhams.com/webapp/wcs/stores/servlet/Navigate?ps=default&storeId=10001&catalogId=10001&txt=triple+bo>) which is a short-cut to a bigger, better cleavage. Available in a range of colours, Debenhams is predicting the bra will be an instant hit following its launch in store.

Sharon Webb, Debenhams Head of Lingerie (<http://www.debenhams.com/lingerie>) Buying and Design commented: "More and more women are searching for a quick fix, low cost way to boost their assets and change their shape.

"We are constantly seeing a demand for new and innovative solutions lingerie, and the market has shown that people are wanting to enhance their bust, but without the weight, cost or pain of surgery."

The technology behind the bra is as simple as three steps to the perfect cleavage, and has taken two years to perfect.

The push up bra (<http://www.debenhams.com/lingerie/bras/push-up-bras>) works using clever cleavage technology. Three separate foam pads in varying densities are pushed in different directions, resulting in a maximum impact cleavage and shape. There are three different sections in the cup to create the effect: a soft foam cushioned pad enhances the shape of the bust; a medium foam cushioned pad lifts the bust and finally, a firm cushioned pad adds the mega push and lift.

Sharon Webb continues: "It wasn't as simple as putting extra padding into an ordinary bra or revamping a double cup boost bra. It's basically a boob-job in a bra."

The bra is the first of its kind, as no other high street retailer has developed a three-step cup to create such a dramatic cleavage.

The triple boost bra is available in sizes 30A - 38DD.

ENDS

About Debenhams:

Debenhams is a leading department stores group with a strong presence in key product categories including womenswear, including the push up bra, mens fashion, kid's shoes, kid's designer wear, 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 Ilincic, 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 Sticklely, Eric Van Peterson and Matthew Williamson.

PR Contact:

Press Office
33 Wigmore Street
London
W1U 1QX
08445 616161
www.debenhams.com