

Debenhams to launch limited edition bridesmaid dress

Submitted by: pr-sending-enterprises

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Debenhams has announced that it will be selling a limited edition version of Pippa Middleton's bridesmaid gown in stores later this year after being inundated by demands from customers.

So great is the anticipated demand that the retailer has taken the unusual step of creating a 'lady-in-waiting list' to allow customers to reserve the departments store's homage to Pippa Middleton's iconic figure-hugging bridesmaid gown.

And for fans of Pippa's style the retailer will also be selling a version of the emerald green evening gown that Kate's sister wore to the evening 'do'.

In addition a black lace sweetheart frock and a flower girl dress, all inspired by Kate Middleton and her breath-taking bridal party will go into stores later this year as well.

Russell Fish, Head of Occassionwear Design at Debenhams commented: "Like everyone we were glued to our tellies for the wedding and have been huge Kate and Pippa fans ever since.

"We've taken the best of the dresses (<http://www.debenhams.com/women/dresses>) and added our designer twist. Now you can get the Middletons' look at High Street prices."

Debenhams' slender ivory gown is a slinky, cowl neck number with a button-back detail and elegant cap sleeves.

An ivory flower girl dress will also launch in store to sit alongside the sleek adult gown. Featuring a delicate lace trim, puff sleeves and a pale gold sash tied in a sumptuous bow at the back, with retail prices varying depending on age.

An emerald green evening gown, with embellished neck detail and a full, floor length skirt perfect for dancing is the final gown which will hit Debenhams stores this autumn.

Debenhams is also launching a black mid-length evening gown, inspired by the dress worn by the Duchess of Cambridge on her wedding day. Featuring intricate lace detail and trim, the full-skirted prom dress is a classic take on this timeless style women everywhere want to emulate since the royal wedding.

Alain Mehada, Chief Personal Shopper, Debenhams Oxford Street added: "Both men and women everywhere were instantly talking about Pippa, so naturally brides-to-be will want to emulate her classic look, both for themselves or their bridesmaids.

"We have been inundated by customers asking if we have anything similar to the dresses worn by Kate, Pippa and the flower girls, but the ivory dress worn by Pippa is the most requested by far."

Sales boffins at the retailer predict that these dresses will follow in the footsteps of a Star by Julien Macdonald dress that sold out before even reaching stores after fashionistas heralded the design as the

look of the season a couple of years ago.

To find out as soon as the Bridesmaid dresses (<http://www.debenhams.com/women/dresses/bridesmaid-dresses>) are available, customers can send their details through to ladyinwaitinglist@debenhams.com.

About Debenhams:

Debenhams is a leading department stores group with a strong presence in key product categories including womenswear - including party dresses (<http://www.debenhams.com/women/dresses/evening-party-dresses>) - 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 Stickley, Eric Van Peterson and Matthew Williamson.

PR Contact:

Press Office

33 Wigmore Street

London

W1U 1QX

08445 616161

www.debenhams.com