

DESIRE BY DEBENHAMS NEW FORMAT STORE COMES TO SOUTH SHIELDS

Debenhams unveils its second new format store in South Shields on 2nd November, aimed at women.

Situated in the new Waterloo Square, 'Desire by Debenhams' will trade on approximately 14,000 square foot selling space, across 2 floors, and will feature a unique mix of womens fashion, accessories, lingerie and cosmetics, within a state of the art environment.

Renowned for its successful portfolio of exclusive own brands, International brands and Designers at Debenhams, the store ranging will be tailored to the local market, and will offer shoppers in South Shields something new and exciting.

The store will also house a contemporary cosmetic and fragrance hall with premium names such as Estee Lauder, Clinique, Benefit, Elizabeth Arden, Lancome, New York City Nails, Christian Dior and Clarins.

The new concept store, the second of its kind, will showcase exclusive collections by leading designers such as J Jeans by Jasper Conran, Rocha. John Rocha, John Richmond and Star by Julien Macdonald.

The lingerie department will offer a boutique atmosphere, with exclusive product by Reger by Janet Reger, Caprice and Jasper, as well as top International names like Playtex, Lepel, Precence, Fantasie and Wonderbra.

Other well know brands on offer in the new store include Faith footwear; Kangol, Fiorelli and Radley

Approximately 60 jobs will be created, and all staff will be fully trained to a high level of customer service, in order to offer a very personal shopping experience. There will also be specially trained bra fitters, and beauty consultants.

The mezzanine level will feature a Café Desire, offering both hot and cold food, where customers can relax and take a break from their shopping.

Debenhams Chief Executive, Rob Templeman comments:

'We are delighted with the look and feel of our new womens store, and believe it enhances Debenhams strategy of offering its core customers a strong brand in an exciting and surprising shopping environment'.

Store Manager, Ann Morton says:

'South Shields is a great location for the second Desire store, and we are really looking forward to welcoming customers through the doors'.

FOR FURTHER INFORMATION:

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