

# Debenhams.com Delivers With Two New Multi-Channel Services

DEBENHAMS

Released on: March 17, 2010, 9:26 am

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Industry: [Retail](#)

Debenhams.com launches two new online services: 'Collect from Store' and 'International Delivery' to give customers a more comprehensive online service.

Following the successful launch of the [Debenhams](#) in-store ordering service, 'Collect from Store' allows shoppers to buy online and have their shopping delivered to their local store for collection, free of charge.

In addition, customers in selected destinations outside of the UK are now able to have online purchases delivered to their homes with the new 'International Delivery' service. Debenhams now delivers to France, Germany, Spain, Sweden, Australia, New Zealand and United States within 5-14 working days with delivery fees starting from £7.

From the comfort of their own home, customers will have access to the full Debenhams range including well known Designers at Debenhams brands by the likes of Jasper Conran, Betty Jackson, John Rocha, Julien Macdonald, Matthew Williamson, [Henry Holland](#), Ben de Lisi and [Melissa Odabash](#).

Simon Forster, Online Director, said, "As part of our ongoing strategy to grow our online business we are continually developing the options that customers have available. Multi-channel retailing allows customers access to a wider Debenhams offer wherever they live, and a shopping option that suits them.

"Customers also have online access to the majority of in store promotions which means they can bag a bargain without having to flick through the sale rails at a time when making a saving is still a consumer priority."

These new introductions follow the launch of Debenhams' new look website in December 2009 which improved navigation and search tools, extended the

product available online, revamped the design, introduced wider pages and ensured customers are able to get product quicker.

As well as the practical improvements made, Debenhams.com launched a 'Be Inspired' area on the website to provide shoppers with 'tips, trends and [style advice](#)'. The weekly online 'magazine' includes a celebrity 'Get the Look' section, advice for different body shapes, and expert tips from celebrity style guru Mark Heyes and the world renowned designers in the Designers at Debenhams stable.

Debenhams.com customers have a similar profile to those that shop in store. They have a broad mix of lifestyles ranging from young couples with young children to professionals with grown up children living away from home, to retired people living in the suburbs. They expect choice, stylish products, value for money and quality in a convenient, enjoyable and friendly shopping environment.

Notes to editors:  
'Collect from Store' is available on the majority of products with a few exceptions.

When using the 'Collect from Store' service, customers will be sent a confirmation email when shopping is ready for collection. Delivery is guaranteed within five working days and includes all Debenhams stores.

## **About**

## **Debenhams**

From its original launch in 2001, Debenhams.com is now the 9th largest online department store (Hitwise) and last year saw 930,000 customers visiting 1.1m pages.

Debenhams has a strong presence in key product categories including women's wear, coats, dresses, [jeans](#), men's wear, home wares, health and beauty, accessories, perfume, lingerie and children's wear.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)