

# Debenhams given Best one-stop-shop award at Cosmopolitan Online Fashion Awards



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Press Release Author: [Debenhams](#)

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**Press Release Summary: Debenhams celebrate being presented with the 'Best one-stop-shop' award at Cosmopolitan Online Fashion Awards 2008**

Press Release Body: **Debenhams** are delighted to have been awarded the

coveted title of **'Best One Stop Shop' at Cosmopolitan's inaugural Online Fashion Awards** which took place on **6th March 2008 at The Roof Gardens in Kensington**. The award was presented to **Debenhams** as a result of the breadth of product offering and the ability to purchase a complete trend-led outfit from one site.

**The Cosmopolitan Online Fashion Awards** were judged by **Louise Redknapp** and **Mark Heyes**, together with Cosmopolitan's readers and fashion experts, and are intended to celebrate the very best in [online fashion](#) retailing.

With approximately 16,000 products on [debenhams.com](#) at any one time as well around 3,000 new products being added each month, the judges decided that the site was a worthy winner as it allowed customers to research fashion purchases through utilising the easy to use search facility in order to create the perfect outfit. Another of the key strengths which put [Debenhams](#) ahead of their rivals was the availability which the site provided to online shoppers to select from over 20 [fashion designers](#) as well as a fabulous selection of core brands and concessions ensuring a complete, user-friendly shopping experience.

**Debenhams' own fashion expert Mark Heyes** commented: "*With increased time pressures, online shopping can transform a wardrobe at the click of a mouse and provide that instant fashion 'click fix'*", he also added, "**Debenhams** provides a great one-stop-shop for all ages and budgets and thoroughly deserve this high accolade".

This is the latest of a series of successes for the company and sits alongside a number of other [Debenhams Awards](#) and **achievements** over recent months.

The full list of winners will feature in the April issue of Cosmopolitan magazine.

## **About**

## **Debenhams**

**Debenhams** currently has 141 stores across the UK and Ireland and a fully transactional website, reflecting Debenhams' commitment to offering customers greater value, a wider choice and excellent service across every area in which the company trades.

**Debenhams** also has 40 international franchise stores in 16 countries outside the UK and Ireland, which recognising the individuality of the international markets which the company trades in. As a result, **Debenhams** adapts its stores to local consumer preferences or cultural requirements, whilst at the same time keeping all international stores immediately recognisable as **Debenhams** department stores.

**Web Site:** <http://www.debenhams.com/>

**Contact Details: For further press information please contact:**

**Caroline Adams**

**Senior Press Officer - Fashion**

**Debenhams Press Office**

**33 Wigmore Street**

**London**

**W1U 1QX**

**[www.debenhams.com](http://www.debenhams.com)**

**Tel: 020 7529 0115**

**Press Office reception: 020 7529 0172**

**Press Office fax: 020 7529 0320**

**Free high resolution images from all the latest collections can be downloaded from: [www.prshots.com/debenhams](http://www.prshots.com/debenhams)**