

# Debenhams Announce Partnership with PlusinBoots

DEBENHAMS

Released on: September 4, 2008, 12:13 pm

Press Release Author: [Debenhams](#)

Industry: [Apparel & Fashion](#)

**Press Release Summary: Debenhams team up with PlusinBoots to unveil a new online range of wide calf boots**



Press Release Body: **Debenhams**, leading UK department store chain, has announced a new partnership with **PlusinBoots**, the wide calf boot specialist, which will see PlusinBoots own brand of boots being made available through **Debenhams Online**. The full range of boots will be available in a wide range of fashionable styles and colours, in six individual calf widths.

As leaders in luxury wide calf boot design, [PlusinBoots](#) is dedicated solely to creating 'must have' boots that fit, and offers the largest calf size available anywhere in Europe. All boots are crafted from the finest materials and have premium leather lining to ensure that the boots are as comfortable as possible.

The new collection available through [Debenhams](#) comes in an assortment of hues, from teal to this season's on trend palette of burgundy and purple. **PlusinBoots'** boast a great attention to detail, with many of the boots featuring finishing touches such as bows, diamante buckles and brass studs.

The new range of [ladies boots](#) come in a variety of styles, including the Jordan. Available in classic black and vibrant red, with a removable diamante decoration, these boots are round toed and supported by chunky platform heels. These suede boots are ideal paired with jeans, or teamed with a simple black dress for an elegant evening look.

For those with a hectic and busy lifestyle, **PlusinBoots** offers the elegantly shaped Cervinia. Adorned with a bow, these boots conform to busy lifestyles with their moderate kitten heel. Right on trend with this season's most popular colours, the boots are available in purple or black suede.

**The Livigno boot** from **PlusinBoots** offers a unique and individual look. Combining two trends in one, these boots are a mix of patent leather and soft suede in midnight blue.

For those who prefer more classic designs, **PlusinBoots** can also offer the Verbier, Villars, Geneva or Zermatt styles of boots. Crafted in soft Italian leather, these versatile boots can be worn with jeans, skirts and dresses to create a sophisticated look.

[PlusinBoots wide calf boots](#) are now available from **Debenhams Online**, with the Plusinboots fitting guide also available online to ensure customers can order their boots in the size they need.

#### **About**

#### **Debenhams:**

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's wear, menswear, home wares, health and beauty, accessories, lingerie and children's wear.

Debenhams has 139 stores including 7 Desire by Debenhams stores, across the UK and Ireland with approximately 10.1 million square feet of trading space and around 21,500 employees.

In addition Debenhams has 30 international franchise stores in 14 countries outside the UK and Ireland, with a further 15 franchises scheduled to open by the end of the 2008 financial year. Debenhams is also extending its customer reach by making direct sales through its internet website. Debenham's has a successful own brand portfolio of approximately 55 labels (such as Debut, Maine New England, Red Herring and Thomas Nash) and including 25 Designers at Debenhams brands.

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

**Contact Details: Nigel Watson**

**Debenhams**

**33 Wigmore Street**

**London**

**W1U 1QX**

**01202 331892**

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