

Debenhams joins Denby in their Celebration of 200 Years

DEBENHAMS

Released on: December 18, 2008, 7:25 am

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Industry: [Retail](#)

Press Release Summary: Denby celebrates 200 years of producing pottery in Derbyshire with the launch of a brand new tableware range called Pure Green



Press Release Body: In 2009 Denby celebrates 200 years of producing pottery in Derbyshire. Renowned for its quality and durability Denby's products have evolved to meet the ever changing needs of consumers. To help Denby

celebrate the bicentennial, Debenhams is stocking up on their selection, including the brand new tableware range.

While many people believe that [Denby Pottery](#) has always primarily made tableware, in fact it has produced all manner of ceramic items from ink bottles, hot water bottles, fine artware pieces to the well known and loved tableware of today. Denby has a fascinating history which is being celebrated by the launch of a brand new shaped tableware range and for this special year only, there are two limited editions in the form of a mini One Cup Teapot and a large One Pint Mug to celebrate in style

The totally new official bicentenary pattern tableware range called 'Pure Green' will be unique both in terms of both colour and shape and has been specifically created to welcome in Denby's bicentenary year. Designed in-house, as with all Denby ranges, 'Pure Green' is subtle in tone with curvy shapes, and judging by initial reactions to the range is set to become Denby's next



generation of iconic style. Sophisticated enough for formal dining but bearing the practical qualities inherently [Denby](#), 'Pure Green' will be just as suitable for more relaxed dining occasions.

As one of the biggest stockists of Denby pottery in the UK, Debenhams has welcomed the latest range which gives a refreshing twist to a classic colour combination and will sit perfectly alongside the other existing collections. There are 19 pieces in the range including extra large gourmet plates and bowls for impressive entertaining. An extra generous teapot providing 6 welcoming cups of tea for family gatherings and for occasions when a normal teacup just isn't big enough, the small mug also fits the tea saucer.



Also available for the Bicentenary year only are six mini one cup [teapots](#) in 'Pure Green', 'Linen', 'Truffle', 'Jet', '[Denby Imperial Blue](#)', and 'China by Denby'. The Mini Teapots are ideal gifts for Collectors (of teapots and Denby) but, of course, being Denby are practical to use too. The teapots are gift boxed in beautiful packaging with black silhouette images of popular Denby pieces over the years.

Limited to production for this special year is a large One Pint Mug. Available in the Craftmans' shape in 'Imperial Blue', '[Denby Regency Green](#)' and 'Linen' to celebrate 200 years in style.

The 'Pure Green' range, 'One Cup Teapots' and 'One Pint Mugs' will carry the official bicentenary backstamp.

About

Since 1806 when William Bourne realized the value of a seam of clay

Denby

which was found at Denby during work constructing a road to link the industrial towns of Derbyshire, leading to the construction of the pottery in 1809, Denby has become world famous for its stoneware products and is fast gaining a reputation for porcelain (White, White Trace and Serve) and china (China by Denby), all of which are designed for real food, not just for show.

About

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

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

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