

Debenhams.com new Gift Finder takes the guesswork out of Christmas



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Press Release Summary: Debenhams.com has launched a new Gift Finder tool, helping to make Christmas gift buying even easier for its customers

The screenshot shows the 'The Perfect Gift' tool interface. At the top, a banner features the title 'The Perfect Gift' in a cursive font and the tagline 'Finding the ideal gift has never been easier'. Below this are four dropdown menus for filtering: 'Who's it for...', 'What are they like...', 'What kind of things do they like...', and 'What's your budget...'. A 'Click Here to Reselect' link is positioned to the right of these menus. Below the filters are three tabs: 'Fragrance for her', 'Remote Control', and 'Kids toys'. The 'Fragrance for her' tab is active, displaying four product categories: 'Givenchy' (a white box with a red logo), 'Jennifer Lopez' (a round silver tin with 'GOW JLO' branding), 'Hugo Boss' (a clear glass bottle and a pink box), and 'Valentino' (a black box with 'VALENTINO' branding and several small perfume bottles).

Press Release Body: **Debenhams.com** has unveiled a new easy to use **Gift Finder tool** to assist customers in finding the right gift for their loved ones this Christmas.

Knowing that finding the perfect gift can be stressful and time consuming, the [Debenhams.com Gift Finder](#) allows customers to get help with their gifting choices. By letting them simply fill in search fields detailing the recipient of the gift, their personality and the buyer's budget, the **Gift Finder** will then bring up the best [gift ideas](#) to suit the person the present is being bought for.

Debenhams.com has a huge range of gifts just waiting to be found this Christmas including [gifts for her](#) such as the Marquiste heart locket pendent necklace, luxury nightwear and new fragrances from some of the most popular fashion labels in the world, including the new perfume from Gucci which possesses a blend of citrus, orange and vanilla.

[Beauty](#) aficionados will also have no trouble locating the ideal gift with **Debenhams' Gift Finder**. Gift sets from the world's top make up and beauty specialists, including Clinique, Yves Saint Laurent, Lancome and Estee Lauder are available, with many of them offering a variety of products that will make sure any customers have the perfect make up for any Christmas functions they may attend.

A fine collection of [gifts for him](#) can also be found using **Debenhams Gift Finder tool**, such as a gift set collection of fine British ales, computer gaming chairs (featuring two 8 watt speakers, 20 watt 4" subwoofer and a three channel FM wireless transmitter) which will ensure a great immersive experience for gamers. For men with a keen eye for fashion, a number of clothing items are also available this festive season including selections of Jasper Conran jumpers, watches and wallets and belt sets.

Whether they're glamorous or fashionable, a fitness fanatic or spa lover, gadget geek or animal lover, the perfect present can be found within seconds, leaving customers with more time to enjoy the festive season.

Debenhams.com's Gift Finder Service is also being made available all year round so whatever the occasion Debenhams can help everyone to find the perfect gift.

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.

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. Debenhams has a successful own brand portfolio of over 50 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/>

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