

Debenhams Highlights Staggering Sales Rise In Low Necklines For Men

DEBENHAMS

Released on: August 25, 2010, 4:03 am

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Industry: [Retail](#)

Debenhams has reported that for the first time men are using to their advantage what women have known for hundreds of years - that a low neckline can have a hypnotic effect on the opposite sex, sending sales of low cut v necks and their like spiralling.

Inspired by the successes, romantic and otherwise, of the likes of JLS, Peter Andre and Russell Brand, British men are snapping up tops with low necklines - to wear themselves. Sales of revealing men's tops have doubled over the past year, according to fashion store Debenhams.

No longer opting for the standard crew or v neck, male shoppers are seeing no limits as to 'how low to go' and are searching out low scoop neck [men's t-shirts](#) and plunging Y-necked [men's vests](#), perfect to show off a toned he-venge, the male cleavage.

Their wives and girlfriends are even in on the act, with 68% responding when questioned by the High Street retailer that they do like to see their partners in an outfit which reveals a significant portion of chest*.

Add to this the increase in slimmer-fit shapes and the demand for lightweight cotton styles giving a sheer look, and it appears men are wising up to how to draw female attention to their hard work in the gym and salon.

Debenhams spokesperson, Ruth Attridge, said: "It's a growing trend but not one for the self-conscious.

"A low neckline on a woman is attention grabbing and it's just the same for men. A slim, toned body is a must and, according to boy bands, a tan and a chest wax to match."

The retailer warned shoppers however that if they don't tick the svelte boy band box then squeezing 'moobs' into a low cut tee could cause the opposite effect - that of the undesirable 'heavage'.

Until recently, the menswear market had remained virtually unchanged for years with polo shirts the raciest it got, and heavy cottons and loose shapes as standard. However, demand for a variety of necklines and in particular deep, open necks has changed the market and demand is expected to grow, even through the colder autumn and winter months.

Ruth concluded: "As the temperature falls, we predict male necklines will follow. Not only are we expanding our range of plunging t-shirts, we expect he-vage revealing jumpers and cardigans worn without tops underneath to follow suit".

ENDS

Notes to editors:
* Debenhams quizzed 1,000 women aged 18 years to 40 years on their views on male fashion

About Debenhams:

Debenhams is a leading department stores group with a strong presence in lingerie retail, stocking brands like Wonderbra, Calvin Klein and Sloggi. Debenhams is also renowned in a number of other key product categories including women's wear with dresses, bikinis, petite clothing, make-up, health and beauty, perfume, lingerie, jeans, men's fashion, home ware, accessories and children's wear.

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