

Debenhams Announces Chandelier Sales Soaring Despite Recession

DEBENHAMS

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High street store Debenhams have revealed that home owners, eager to lift the gloom of the recession, have created the most unlikely shopping boom of all time - highly ornate chandeliers.

Once the preserve of the rich and well-to-do, demand for the big, ever more elaborate, multi-bulb light fittings has been soaring ever since the first financial tremor hit the stock markets two years ago.

Sales have increased with every successive bit of bad news, to reach an all time high this week, says Debenhams. Customer demand for this type of [home lighting](#) has led the store to significantly expand its offer and make the full range available to buy online at [Debenhams.com](#).

Debenhams spokesman Ed Watson said: "While economists are searching desperately for light at the end of the tunnel, home owners are opting for more certainty by putting huge lights into the ceiling over their heads.

"Dark days may lie ahead for the economy, but in front rooms all over the nation, things have never looked brighter."

Elaborate creations in gold and silver with dozens of reflective crystals and up to 12 bulbs are now common place in even the most modest terrace house, Debenhams revealed.

The most popular designs are miniature sized versions of some of the greatest chandeliers found in stately homes across the country, as not everyone may have the space to accommodate one of the larger models.

Many chandeliers are up to three feet wide, and almost as deep, with a series of elegantly curved arms, with the assembly secured to the ceiling by a gold heavy duty fixing chain.

Some designs break with tradition, opting instead for a Modernist approach, using highly polish chrome and simple straight lines to mimic the appearance of a chic boutique hotel lobby.

Other styles use stark black metal and rugged construction to create the impression of a medieval banqueting hall.

The cost of a chandelier can be anything from £34 for basic model, to almost £300 for the top of the range, which features more sophisticated designs.

Said Debenhams Ed Watson: "Chandeliers are now so popular that you're just a likely to find one in a two-up-two-down in Bognor as you are in Buckingham Palace.

"The smaller sizes of the chandeliers mean the style is more Louis Walsh than Louis the XIV, but the longing for a little bit of opulence in these tough times is clear."

About

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's fashion - such as black [dresses](#), [evening dresses](#), women's shoes, bikinis, jeans, make-up, health and beauty, accessories, perfume, [lingerie](#), wedding attire including bridal gowns and bridesmaid dresses - men's clothing, home ware and children's wear with a number of Debenhams deals also on offer.

Debenhams

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