Debenhams Launches Facelift For Busts

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Debenhams has announced the launch of a revolutionary new bra, designed to defy drooping busts.

With life expectancy soaring, and the over 50's fighting fitter than ever before, women are ever searching for new diets, cosmetic surgery procedures or magic creams to stop the outward signs of ageing.

The Age Defying Bra is proven to restore a more natural, youthful breast contour through clever, innovative technology.

Debenhams' Head of Lingerie Buying and Design, Sharon Webb commented: "Every woman eventually succumbs to the downward pull of gravity as they age - our latest bra stops Mother Nature in her tracks.

"The bra is designed to be comfortable, give great support and a fantastic shape. Think of it as a facelift for your bust."

Breast shape and contour can be affected by countless factors, including numerous pregnancies, weight loss and breast feeding.

The integrated, laminated side support adapts sling-like properties, pushing the bust in, whilst the innovative foam ridge pushes the breasts upwards, creating the look of a full, firm bust.

Debenhams' research showed that 67% of women over 50 admitted to feeling insecure of their breast shape, when questioned on how happy they were with their bust.

Alarmingly, only 33% responded that they were happy with their breast shape, spurring Debenhams to develop a solution.

The push up bra aims to support, lift and create a sleek silhouette where the youthful shape has been lost - giving older women a confidence boost.

Continues Sharon Webb: "The bra moulds to the body, causing the strap to sit flat on the skin right from the top to where it meets the cup.

"We've been developing this bra for over 12 months. Its sole purpose is to take years off the bust in an instant and at a bargain price. There's really no excuse for super droopers any longer."

The Age Defying Bra is available in Debenhams stores, online at Debenhams.com and via the Debenhams app for iPhone, Nokia and Android.

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About Debenhams:
Debenhams is a leading department stores group with a strong presence in key product categories including womenswear, including the push up bra, mens fashion, kid's shoes, kid's designer wear, home and health and beauty.

Debenhams is the second largest department store chain in the UK.

Debenhams operates 161 stores in the UK and Republic of Ireland. Debenhams also has 61 international franchise stores in 24 countries and six Magasin stores in Denmark.

Designers at Debenhams include Preen, Jonathan Saunders, Jonathan Kelsey, Roksanda Ilincic, Ted Baker, Jeff Banks, Jasper Conran, Erickson Beamon, FrostFrench, Henry Holland, Betty Jackson, Ben de Lisi, Julien Macdonald, Melissa Odabash, Jane Packer, Pearce Fionda, Janet Reger, John Rocha, Lisa Stickley, Eric Van Peterson and Matthew Williamson.

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