

Debenhams Unveils Pixie Geldof As Model For New Henry Holland Range

DEBENHAMS

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On the day (19th March 2010) Debenhams reported higher sales and profits in the first half of its financial year; the high street retailer also unveiled Pixie Geldof as the model behind the latest addition to its designer portfolio, H! by Henry Holland.

The H! by Henry Holland range will sit alongside the likes of Butterfly by Matthew Williamson, Star by Julien Macdonald and Principles by Ben de Lisi, which was recently re-launched exclusively to Debenhams and is showing a strong customer following already. The H! range is aimed at a younger, more fashion forward shopper, as Debenhams looks to democratise design for new customers across its stores and online e-commerce site.

Pixie Geldof is the perfect choice to model the new range as one of Henry's close personal friends and muses she epitomises the urban yet playful feel of the collection.

"I am delighted to be a part of the Designers at Debenhams portfolio and to be working alongside a brand of such heritage. Through this collaboration I hope to increase accessibility to my designs and create a high-fashion yet wearable range with widespread appeal." said Henry Holland.

"Introducing Henry into our designer base is a key move in attracting a new type of fashion customer. We felt that Pixie personified the range perfectly, so was a natural choice to model the launch collection", said Rob Templeman, CEO of Debenhams.



"We are really excited to launch Henry's collection in Debenhams, particularly following on from the fantastic reaction we have experienced from our customers and staff to the new Principles by Ben de Lisi range", Templeman continued.

The H! collection consists of fashion pieces which carry Henry's famous bold prints and bright colours as well as exclusive bags and accessories designed to establish a young designer brand at the store. The range is priced from £5 to £60 and represents 52,000 square feet of [womenswear](#) floor space in 64 stores, supported by an exciting new shop fit featuring the H! logo.

Like all Debenhams' designer collaborations, H! by [Henry Holland](#) is a permanent feature within the department store.

Launch best sellers include a vintage grey marl blazer, ditsy print playsuits and floral print [dresses](#).

Designers at Debenhams enables consumers to buy the latest Catwalk ranges from leading fashion designers at affordable prices and enables Debenhams to differentiate its product offer from the high street.

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About [Debenhams](#):

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's wear, such as dresses, menswear, home wares, make-up including the benefit makeup range, health and beauty, accessories, perfume, [lingerie](#) and children's wear.

Today Debenhams offers the country's best known design talent including J by Jasper Conran, Star by Julien Macdonald, Rocha. John Rocha, Betty Jackson. Black, Floozie by FrostFrench, Principles by Ben de Lisi, Butterfly by Matthew Williamson, Pearce II Fionda, BDL by Ben De Lisi, Reger by Janet Reger, Pip Hackett, Beach by Melissa Odabash, EB by Erikson Beamon, Van Peterson 925 and Grey Rose by Jane Packer.

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