

# Debenhams See Fake Flower Sales Soar

DEBENHAMS

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Debenhams sales figures provides news which could reduce Alan Titchmarsh to tears, as UK sales of fake flowers soar due to an increasing number of hay fever sufferers.

Despite the popularity of The Chelsea Flower Show, and gardening programmes on TV, Debenhams sales figures show that record numbers of households all over the UK are opting for [artificial flowers](#) over the real thing.

It seems that this year in a bid to stop the sneezing and help solve their hay fever problems, shoppers have increasingly turned to pollen-free alternatives flowers.

Steve Lightfoot, Trading Director for Home at Debenhams, said, "With hayfever affecting over 12 million people in the UK alone, it's no surprise that we have seen an incredible 92% rise in sales of our [Grey Rose by Jane Packer](#) range."



Hay fever is the result of air currents circulating the pollen released by fresh flowers, which can irritate the sinuses. Fake blooms enable a room to be enhanced and personalised without having a pollen infested home - perfect for fighting those summer time sneezes.

Steve commented, "They're perfect for people who want to have the joy and beauty of freshly cut flowers in their home - without the expense or the sniffles."

So far this season Debenhams' biggest sellers have been the cymbidium arrangement, followed by a red amaryllis with berries, where even the water looks real. Next in popularity are the red tulips in bud vase, then the hydrangea in glass bowl followed by the cream bonsai in black vase.

Steve concluded, "Our fake flowers are virtually identical to perfect blooms found in only in the very best florists. The subtle colouring of the petals and the detail of each bloom are identical, and some artificial flowers are even incorporating tiny slug-sized bites into their designs to create an even more natural feel."

**About**

**Debenhams:**

Debenhams is a leading department stores group, and has a strong presence in key product categories including womens fashion, such as dresses, womens shoes, bikinis, jeans, [men's fashion](#), home ware, make-up, health and beauty, accessories, perfume and children's wear. The Debenhams website also enables customers to shop for items like designer [lingerie online](#) 24 hours a day, seven days a week.

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