

Debenhams Reports Sales Of False Lashes Soar As Ladies Up North Wear Three At A Time

DEBENHAMS

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Debenhams has reported seeing sales of false eyelashes increase by over 1000% during the last year, as women in parts of the UK wear three pairs of lashes at a time.

Sales staff discovered the trend after emergency stocks of [Eylure](#) and other popular brands repeatedly had to be sent to stores in regions such as Newcastle, Manchester and Liverpool. Surges in sales were particularly apparent during the run up to the weekend, as the glamorous ladies of the north go all-out in their preparations for a night out on the town.

Sarah Meadows, Cosmetics Buyer at Debenhams, said, "We have had to send emergency stocks of our false lash ranges to certain stores around the country to cope with the Friday and Saturday night demand.

"It was only when sales staff reported that young women in Newcastle, Liverpool and Manchester were wearing



the glue-on strip eyelashes three pairs at a time that we discovered the trend.

"With celebrities such as Jordan and The Saturdays papped with glamorous, cheek-sweeping lashes, falsies have become an essential part of a night out and it seems one pair is just not enough.

"False lashes have proved such a success that we're continually extending the range. Our customers are demanding longer and thicker styles so feather effect, diamante tipped and babydoll styles are all coming soon."

Sarah concluded, "It seems batting bigger eyes is most definitely better but to achieve the doe-eyed 'bambi' look, rather than out-of-control spider legs, make sure they are secure all night".

According to Debenhams latest figures there has been a massive increase of 1175% over the past year in the number of false eyelashes being sold across the country, with the Newcastle, Liverpool, Dublin, Manchester, Southampton, Oxford Street, Glasgow, Cork, Swansea and Cardiff stores proving to be the most popular with those looking to batter the biggest eyelashes.

Ends

About

Debenhams is a leading department stores group, and has a strong presence in key product categories including women's wear such as [dresses](#), bikinis, [petite clothing](#), make-up, health and beauty, perfume, lingerie jeans, [men's fashion](#), home ware, accessories and children's wear.

Debenhams:

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