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**NEWS RELEASE**

**DEBENHAMS SIGNS UP ERICKSON BEAMON AS NEW DESIGNERS AT  
DEBENHAMS**

Debenhams, *Britain's Favourite Department Store*, the high street retailer famed for selling designer ranges at affordable prices is proud to announce its latest sign up. Erickson Beamon the jewellery designers, otherwise known as business partners Karen Erickson and Vicki Sarge are to design an exclusive range for Debenhams launching in September 2003.

Karen and Vicki said:

"Erickson Beamon is thrilled with our collaboration with Debenhams. We are hoping that our jewellery will now be more accessible to a wider audience.

The main ingredient that has always been maintained in our jewellery is originality, quality and craftsmanship. We know that both Erickson Beamon and Debenhams will strive to keep these ingredients maintained.

Lastly but most importantly, at Erickson Beamon we try not to take ourselves too seriously and we hope this translates into our jewellery, bringing lightness and humor into our day to day lives." (ENDS)

Suzanne Harlow Director of Accessories at Debenhams adds:

"We are delighted with the introduction of EB by Erickson Beamon into our accessories ranges at Designers at Debenhams. The glamorous opulence of the Erickson Beamon pieces offer high quality costume jewellery at competitive prices." (ENDS)

**Notes to editors:**

For more information please contact Duska Sykes tel: 020 7529 0172 email: [duska.sykes@debenhams.com](mailto:duska.sykes@debenhams.com)

Debenhams has 100 UK stores nationwide.

Designer collections are available from Debenhams 020 7408 4444

Designer collections are available from Debenhams Direct 0800 0288 266

[www.debenhams.com](http://www.debenhams.com)

## Background

Erickson Beamon has been a driving force in the fashion industry for almost 20 years. The brand is a partnership between Karen Erickson and Vicki Sarge. Karen and Vicki were hometown friends from Detroit, Michigan who loved the arts, music and most of all fashion. In the early 80's Karen opened a shop in the prestigious area of Birmingham, Michigan which quickly took off and became a tremendous success.

In 1982, Vicki convinced Karen to leave her mid west life behind and move to New York. Of course they settled in the heart of Manhattan and soon after Karen opened a shop in the posh Upper East Side, 68<sup>th</sup> and Madison. They became New York "scene stars", dressing the style icons of the time.

Vicki and Karen channelled their creative instincts and developed a full accessories collection. The retailers came knocking, the clientele grew. Erickson Beamon became a leading fashion accessory brand.

Erickson Beamon's design scope is as vast as its customers. The Erickson Beamon collection has an amazing ability to create designs from the street to haute couture. Throughout the many faces of Erickson Beamon the signature look is always present. Everything created under the Erickson Beamon umbrella is carefully hand made using only the finest materials and craftsmanship.

They have graced the pages of the top and progressive magazines, Vogue, Tatler, Glamour, Elle, Marie Claire, Interview, The Face, ID, Dazed and Confused, Vanity Fair, In-Style etc.