

Debenhams Revives ‘Designers at Debenhams’ with Ashish Gupta’s Maximalist AW25 Collection

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Debenhams is making a powerful retail comeback with the revival of its iconic **Designers at Debenhams** initiative, reimagined for **Autumn/Winter 2025**. Leading the return is none other than **Ashish Gupta**, the Indian designer behind the globally acclaimed label **Ashish**, known for his unapologetic glamour and maximalist aesthetic.

The new collection is designed to **celebrate glamour, playfulness, and individuality**, offering hero pieces that merge statement-making design with everyday wearability. Expect **technicolour oversized faux fur coats, high-octane sequin slip dresses in fluid 90s-inspired silhouettes**, and **psychedelic printed jersey dresses** that blend retro nostalgia with contemporary street style.

The exclusive capsule officially launched on the **Debenhams webstore** this week, with prices starting at just **£59**, staying true to the brand’s legacy of making designer collaborations accessible to a wider audience.

Launched in the 1990s, **Designers at Debenhams** was a trailblazer, bridging the gap between luxury and high street fashion. It introduced names like **John Rocha, Julien Macdonald, Jasper Conran, Matthew Williamson, Henry Holland, Betty Jackson, and Ben de Lisi** to everyday shoppers, becoming a retail phenomenon.

“**Designers at Debenhams was more than a range, it was a retail movement,**” said **Dan Finley, CEO of Debenhams Group**. “It broke down barriers between luxury and the high street and created a blueprint the industry still follows today. Relaunching with Ashish — a designer renowned for his unapologetic glamour, wit, and creativity — sets the perfect tone for this bold new era.”

With **Ashish at the forefront**, Debenhams’ reboot signals not just nostalgia but a **fresh vision for modern shoppers** who crave bold design without compromising accessibility.

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