

# Debenhams in Belaya Dacha

By [The Moscow Times](#)

March 28, 2012

**The  Moscow Times**

LONDON — Debenhams, Britain's No. 2 department store group by sales, will open its first store in Russia in September.

It will open a 35,000-square-foot store at the MEGA Belaya Dacha with franchise partner Debruss, the companies said Wednesday.

The company plans to open seven more stores in Russia over the next five years, a number that could rise if it finds the right locations, said Lucy Haine, Debenhams International's senior business manager. Russia was Europe's second-biggest retail market with 2011 sales of \$621 billion.

*(Reuters)*

Original url: <https://www.themoscowtimes.com/2012/03/28/debenhams-in-belaya-dacha-a13640>