

# Debenhams to Open Flagship Store

By [The Moscow Times](#)

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British clothing chain Debenhams will open a three-story flagship store in the Aviapark shopping center — Russia's largest — on Moscow's Leningradsky Prospekt, in which billionaire Arkady Rotenberg is a major investor.

Amma Development plans to open the center for business in late 2014.

Debenhams' Russian franchise will take up 8,400 of Aviapark's 225,000 square meters of rental space, Kommersant reported Thursday.

The company retails clothes under its own label to a mid-range clientele in Russia partnering with cosmetics and perfume company Rive Gauche.

Debenhams opened in Russia in 2006 but shut down due to insufficient profits in 2008. They now have a single Russian location in Moscow's Mega Belaya Dacha mall.

(MT)

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