From pop-up shop to QVC – Debonair For Men groomed for major success

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Fast-rising male grooming brand Debonair For Men is ready to clip its rivals after landing a prime-time slot on QVC – the UK's largest shopping channel.

Founded in 2015 by Derby entrepreneur Shaun Purewal, it is a significant moment in the short history of the company, which once sold its products from pop-up retail kiosks in shopping centres.

Landing the QVC deal has given this undiscovered British brand the opportunity to grab a share of the £600m male grooming market and raise awareness of the company, which Purewal launched with the support of his family after failing to find products to nurture and care for his own hair and beard.

Since launching, it has built up a portfolio of hair and facial products aimed at the discerning male.

QVC will showcase two exclusive Debonair For Men male grooming kits, with Purewal joining the main presenter on-screen on Tuesday 25 September to promote the products.

Purewal, aged 25, said: *"This is a real turning point for the business. To secure a spot on the UK's largest shopping channel is a real indication of the quality of the product and confidence in us as a company.*

"Getting products onto any channel, let alone QVC, is a challenge which only a few products from thousands achieve, so given our size and that we are fairly new in the market this is amazing.

"A lot of effort has been put into developing these products and establishing the brand over the past four years. I drew on my experiences as a youngster watching my dad shave as well as my own quest of looking for quality products for my own beard.

"My appearance is very important to me. I know I am not alone, with lots of men, particularly young men like me, whose beard is very much about how they look and feel.

"Male grooming shows no signs of slowing down and Debonair For Men's products have been purposely created to fit a need in the male grooming market."

The two kits being showcased are:

- The Debonair For Men Signature Shaving Kit features is ground-breaking jojoba oil-infused shaving cream (200ml) and its vegan-friendly shaving brush, which will retail for £34.00 (plus p&p).
- The Debonair For Men Beard Care Grooming Kit contains coconut-oil infused hydrating beard oil (10ml); unscented beard oil (10ml); ultra-strong moustache wax and a sandalwood beard comb. This retails for £31.00 (plus p&p).

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Images: Debonair For Men founder Shaun Purewal; Debonair For Men Beard Care Grooming Kit; Debonair For Men Signature Shaving Kit.

For more information, sample requests and interview opportunities contact Shaun Purewal on shaun@debonairformen.co.uk or call 07972 763567

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ABOUT DEBONAIR FOR MEN

Debonair For Men is a luxury British brand that is making waves in male grooming with a range of hair and facial products.

Founded in 2014 by Midlands entrepreneur Shaun Purewal, Debonair For Men’s products focus on sourcing quality ingredients and boast an innovative approach to formulation.

These products push the boundaries between styling and maintenance, with the ideology of providing solutions to grooming efforts in skincare, hair care and styling, beard care and shaving.

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