

Press release  
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## Dunelm launches new homewares collection with Natural History Museum



British homewares retailer Dunelm has today announced the launch of an exciting new collaboration with the Natural History Museum, celebrating the wonders of our natural world.

The Museum uses its enormous global reach and influence to create advocates for the planet – to inform, inspire and empower people to make a difference for nature and the collaboration with Dunelm is born from a shared passion in doing more for the planet and making thoughtful choices for the future. The new collection, available today from Dunelm stores nationwide and from Dunelm.com, will offer customers the opportunity to enjoy a stunning range of exclusive homewares, all designed and produced in collaboration with the Museum and reflecting the ethical and sustainable standards at its heart, for example using second-life packaging and recycled materials where possible.

The Natural History Museum is home to more than 300 scientists, carrying out world class research to reveal the past, present and future of life, the solar system and Earth. This vital

work is supported by the Museum's vast biological collections of 80 million objects and specimens, which are the inspiration for this exciting new collection of furniture, soft furnishings, wallpaper, beddings, upholstery, and home accessories. The full archive of the Museum's assets inspired the Dunelm team to create a series of completely bespoke designs – inspired by everything from the Museum's famous architecture to some of its fascinating collections, beginning with botany and palaeontology. The Museum's curators and scientists have played an active role in the development of each product, ensuring they accurately portray the Museum's artefacts and interiors.

Highlights of the collection include:

- **The Signature Collection:** influenced by the iconic Natural History Museum, that has made a significant contribution to natural science since it was founded, and taking inspiration from the Museum's unique architectural details and unmistakable Victorian décor. Furniture, clothes, prints, home fragrance and terrariums will all feature within this collection, helping customers connect with the same elements that have inspired so many scientists since the Museum was founded
- **The Wetlands Collection:** throughout the collaboration, a series of themes reflecting different areas of significant environmental interest will be introduced, launching with Wetlands. Highlighting the vital importance of our declining wetland habitats in supporting the many plants and animals that thrive in these unique, complex but vulnerable ecosystems, the range – which includes curtains, wallpaper, bedding, cushions, upholstered furniture and home accessories – will feature some of the wonderful species to be found in the UK's wetland areas, which also play a role in carbon capture – an essential player in fighting climate change.
- **Children's Collection:** the Museum is renowned for its world-class dinosaur and oceanic collections, which have ignited the imaginations of thousands of people over the years. With dinosaurs particularly having such great appeal for children, the collection includes some extra-special designs inspired by the Museum, that both entertain and inform, turning children's bedrooms into inspiring habitats in their own right.



Nick Wilkinson, CEO at Dunelm, said: “We are delighted to be announcing this collaboration with the Natural History Museum, which offers the opportunity to communicate our long-term aligned interest in achieving our climate targets as well as educating ourselves, our communities and our customers in the process. The collection is an inspiring reflection of the Museum’s world-leading collection and ethos, but also helps drive forward our own ambitious sustainability targets. This is about more than simply selling great quality products – it’s about helping customers to make more informed and sustainable choices.”

Doug Gurr, Director, Natural History Museum said: “We are thrilled to be working in collaboration with Dunelm, who are committed to the continued development of sustainable practises and using resources in the best possible way, to bring such a beautiful collection of home products to the market. Together we are developing thoughtful product ranges that draw inspiration from our collections and the Museum itself and also highlight threats to our vulnerable natural habitats, like the British Wetland habitats that are celebrated within this first collection, along with the many species that call them home. We hope that customers will both love these collections and be inspired to become advocates for the planet.”

With pillowcases priced from £8, duvet sets from £22 wallpaper from £12 and curtains from £35, customers can shop the Natural History Museum x Dunelm range now. Further products are due to land in store and online later this year.

**-Ends-**

For more information contact: [Dunelm@tangerinecomms.com](mailto:Dunelm@tangerinecomms.com)

#### **Notes to Editors**

#### **About Dunelm – [www.dunelm.com](http://www.dunelm.com)**

Dunelm is the largest homewares retailer in the UK with over 170 stores nationwide including Stockport, Ashton-Under-Lyne and Trafford Retail Park and an online webstore at [dunelm.com](http://dunelm.com), offering customers a wide range of

quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.

### **About The Natural History Museum – [www.nhm.ac.uk](http://www.nhm.ac.uk)**

[The Natural History Museum](http://www.nhm.ac.uk) is both a world-leading science research centre and the most-visited natural history museum in Europe. With a vision of a future in which both people and the planet thrive, it is uniquely positioned to be a powerful champion for balancing humanity's needs with those of the natural world.

It is custodian of one of the world's most important scientific collections comprising over 80 million specimens. The scale of this collection enables researchers from all over the world to document how species have and continue to respond to environmental changes - which is vital in helping predict what might happen in the future and informing future policies and plans to help the planet.

The Museum's 300 scientists continue to represent one of the largest groups in the world studying and enabling research into every aspect of the natural world. Their science is contributing critical data to help the global fight to save the future of the planet from the major threats of climate change and biodiversity loss through to finding solutions such as the sustainable extraction of natural resources.

The Museum uses its enormous global reach and influence to meet its mission to create advocates for the planet - to inform, inspire and empower everyone to make a difference for nature. We welcome over five million visitors each year; our digital output reaches hundreds of thousands of people in over 200 countries each month and our touring exhibitions have been seen by around 30 million people in the last 10 years.