



**DUNELM IMPROVES OFFER FOR IRISH CUSTOMERS WITH CARRICKMINES  
STORE RELAUNCH**

*Store will be rebranded as Dunelm, with a much wider offer of quality products for all areas of the home, at fantastic value*

Dunelm, the UK's leading homewares retailer, is relaunching its Carrickmines store in Dublin with a broader offer for Irish customers.

The store, previously one of 13 *Home Focus at Hickeys* sites across the Republic of Ireland, will relaunch as *Dunelm* on Friday 16th May.

The store will stock a wide variety of products, giving Irish customers access to Dunelm's specialist offer across a range of homewares categories including Bedding, Cushions, Bathroom, Rugs and Kids.

The range will feature 6,000 products, including popular Dunelm-branded items, alongside other well-known brands including heritage brand, Dorma. Value will remain at the heart of the offer, including ready-made curtains from €45 and pillows from €15.

The store will also feature a brand new Made to Measure department, where customers can choose custom-made curtains and blinds in their favourite fabrics and – for the first time – a new bespoke shutters offer, to create the perfect fit for their home, ready in as little as 14 days.

The relaunch of the store follows Dunelm's acquisition of Home Focus in November 2024, which brought the opportunity to build on the Home Focus heritage by giving customers more choice and a more comprehensive offer for the home.

**Ben Osborn, General Manager for Ireland at Dunelm, commented:**

*"We can't wait to relaunch our store in Carrickmines this month. We're bringing a bigger and better offer for the home, so look forward to welcoming customers in to experience it."*

*"The Carrickmines relaunch is the first step in our journey to introduce more choice and value into the cherished offer which Home Focus has built for customers in Ireland, and we're excited to continue building on the proposition."*

**ENDS**

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**Notes to Editors:****About Dunelm**

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to over 200 stores across the UK and has developed a successful online offer through [dunelm.com](http://dunelm.com) which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs over 11,500 colleagues.