



DUNELM OPENS LANDMARK 200th STORE

- Merthyr Tydfil in Wales is home to the milestone opening
- Dunelm continues to roll-out new stores across a range of locations and formats

Dunelm, the UK's leading homewares retailer, has reached the exciting milestone of 200 stores having opened the doors of its brand-new store in Merthyr Tydfil, Wales.

Based in the Dowlais Top Retail Park, the 30,000 square foot store creates around 40 new jobs in the local area.

The store hosts an extensive range of homewares and furniture, including heritage brand Dorma and the recently launched Sophie Robinson x Dunelm collection, for those who love to embrace colour and pattern. There is also a dedicated Made to Measure department - enabling customers to create bespoke, expertly crafted curtains and blinds in their favourite fabrics, ready to take home in as little as seven days - as well as a Pausa Kitchen Café, where customers can enjoy a range of hot and cold food and drinks.

The Merthyr Tydfil opening comes as Dunelm continues to expand its store portfolio, recognising their importance in driving awareness and engagement in local communities, as well as supporting popular services such as Click & Collect.

In November, the brand took its first step into an international market with the acquisition of Home Focus in Ireland, providing a portfolio of 13 small stores focused on soft textiles in high-quality locations across the country. Dunelm also opened its first inner London store at Westfield London in December.

The business is rolling out more superstores, across smaller and larger formats, with a number planned for the remainder of 2025 in a variety of locations.

Amanda Cox, Stores & People Director at Dunelm, commented:

"It is with immense pride that Dunelm opens its 200th store in Merthyr Tydfil. Our stores have had a presence across the UK for over 40 years and this important milestone reflects our ongoing commitment to bringing 'The Home of Homes' to more customers.

"Playing a role in local communities has been a focus of Dunelm stores from the very start and we'll continue to support local causes, whilst creating a hub for local clubs and events. With this milestone under our belts and more stores coming, we're excited for what comes next."

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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 200 stores across the UK and has developed a successful online offer through 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 11,000 colleagues.