

## PRESS RELEASE



### **DUNELM ANNOUNCES NEW COLLABORATION WITH COLOUR EXPERT, SOPHIE ROBINSON**

Dunelm, the UK's leading homewares retailer, has launched a bright and bold homeware range with interior designer, broadcaster and undisputed 'Queen of Colour', Sophie Robinson – and will be available to buy in stores and online from January 2025.

The exclusive Sophie Robinson x Dunelm collection is an all-out celebration of her love of maximalism, reflecting her bright and colourful style across a range of homeware items including bedding, lighting, home accessories, furniture and more – with prices starting from as little as £5.

The extensive range with over 200 pieces is a maximalist's tool kit, allowing people to mix and match with confidence across the range to build up a colourful, pattern rich home. Alongside an array of colour, the collection features intricate detailing such as ruffled edges and embroidery, and a variety of eye-catching patterns, from fresh florals to bold block prints.

Dunelm's collection, designed in collaboration with Sophie, supports her ongoing mission to give people the confidence to embrace vibrant colour and express their personal style through pattern. The more-is-more approach to decorating requires combining lots of different elements and this capsule collection offers the opportunity to get the look at an affordable price. So, whether you want to add a pop of colour to a room with our Love Bugs Cushion, or go all-out maximalist with our Candy Kilim Rug, there's something for everyone.

**Sophie Robinson said:** "I've crafted this collection with Dunelm's talented team of in-house designers, keeping the maximalist aesthetic front of mind. I know that lots of people would love to embrace more colour into their lives but get stuck around how to build the look and make it really work. It's about mixing and matching, layering and storytelling and ultimately doing things your own way. I love that this carefully curated collection will give people the confidence to make bolder choices, with the reassurance that it all hangs together."

As well as homeware staples, the collection also features luggage, handy packing cube solutions and stationery, alongside a specially curated range of outdoor living essentials, including a petal egg chair, bistro chairs, fringed parasols and printed picnicware.

**Emma Anthony, Head of Design at Dunelm comments:** "We've absolutely loved working with Sophie on this collection, drawing on her years of expertise and design knowledge, and we can't wait to be able to finally reveal the range.

"The Sophie Robinson x Dunelm collection is for anyone who wants to unleash their creativity and bring some joy to their space. The collection taps into the power of colour and pattern in a new way, helping people embrace maximalism, learn home styling tips and, most importantly, have fun."

To celebrate this exciting new designer drop, Sophie Robinson has shared her top five personal favourite pieces from the collection:

Candy Kilim Rug, from **£69**



Combining a bright colour palette with bold geometric patterns, this flat weave rug will help create a striking statement in your home. Available in multiple sizes and shapes, from extra-large for your living room to stair runners for the hall, you can quickly and easily add a style statement to your space.

Love Bugs Cushion, **£22**



Featuring an enchanting bug design, visible in numerous pieces from Sophie's new collection, the Love Bugs Cushion is embroidered on cotton with a linen effect. Measuring 30x30cm, it's perfect to pop down in any room in the home, or even giving as a gift.

Forgotten Garden Curtains, from **£130**



Featuring a striking floral design, these beautifully embroidered curtains instantly elevate a room. Lined and weighted, these Forgotten Garden Curtains have a natural feel and pencil pleats for a sophisticated look.

Wavy Edge Wooden Set of 2 Trays, **£18**



With a classic Sophie wobble-shaped edge, these versatile wooden trays are lacquered all over for a high- colour finish. Carry, store or display anything in the home with the trays right way up or upside down. These trays come in packs of two and are available in three bold colourways.

Joylene 3 Drawer Chest, **£379**



Made from real wood, this chest of drawers has a classic shape but is contemporary in style. Painted in Sophie's signature navy blue shade with floral details, this iconic piece is also available as a tall cabinet and bedside table.

The announcement of Dunelm's collaboration with Sophie Robinson comes at the same time as the launch of the brand's Spring Summer 2025 collection preview, which teases a range of Summer Living products which will be on sale from the end of March.

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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 185 stores across the UK and has developed a successful online offer through [dunelm.com](https://www.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.