



DUNELM TO OPEN NEW STORE IN WESTFIELD LONDON

- **Retailer's first Central London store will open in Winter 2024**
- **Opening forms part of Dunelm's expansion plans, with several new stores expected across different sizes, formats and locations**

Dunelm, the UK's largest homewares retailer, has confirmed a brand-new store to be opened in Westfield London, Europe's largest shopping and leisure destination.

The new store will bring Dunelm's specialist homewares proposition to Central London for the first time, showcasing the brand's ability to offer style, value and quality for all budgets. The 4,500 sq ft store will create an inviting, inspiring and easy-to-shop environment in an iconic, high footfall location, significantly expanding Dunelm's reach in the Capital.

Inspiration will be prevalent throughout the store, bringing to life the style, personality and coordination available across the full breadth of Dunelm's home and furniture categories through new visual merchandising. The offer will also include Dunelm's latest collections and collaborations.

The store will create a joyful experience for Londoners and visitors seeking ideas for their homes, combining the expertise, advice and service that customers expect from Dunelm.

Westfield is one of several new Dunelm locations expected to open over the coming months, across a range of store sizes and formats.

This follows the opening of six new stores in the retailer's last financial year as the brand continues to bring its unique, specialist offer to more communities across the UK.

Work to develop the Westfield store will be underway soon with opening expected in Winter 2024, with up to 20 new jobs being created.

Nick Wilkinson, CEO of Dunelm, commented:

"We're really excited to be bringing Dunelm to Westfield. It gives Londoners much easier access to our specialist offer for the home and starts to unlock a real opportunity for our brand in the Capital.

"This is our first step into Central London, where we have ambitions to further expand our presence, alongside wider plans to deliver our next wave of store openings across the UK as we gain confidence in showcasing our ranges in a variety of different sizes and formats.

“We’ve now been opening Dunelm stores for 40 years and they are at the very heart of our business, playing an increasing role in amplifying our digital channels and marketing. We can’t wait to welcome customers in Westfield this Winter.”

Kate Orwin, Leasing Director UK, Unibail-Rodamco-Westfield, added: “Continuing our commitment to creating best-in-class destinations and exceptional customer experiences, we are delighted to welcome Dunelm to Westfield London. The brand has grown significantly from its origin as a market stall in Leicester to become a leading name in home furnishings. The new store will enhance our home and interior offerings, providing our customers with even more options to elevate their home décor.”

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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 184 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 c.11,500 colleagues.