



DUNELM ANNOUNCES COLLABORATION WITH DESIGNERS GUILD

Dunelm, the UK's leading homewares retailer, has acquired the Designers Guild brand and design archive from Designers Guild Limited and, in a strategic collaboration, has licensed the brand and archive back to the business, enabling it to continue operating independently.

The collaboration will bring Designers Guild's heritage designs to a broader audience, drawing inspiration from the extensive design archive and guided by a shared commitment to creativity, innovation, and quality.

Under the new arrangement and the continued creative direction of its founder, Tricia Guild OBE, Designers Guild will remain focused on growing its global presence, designing world-leading collections, and delivering exceptional design to its loyal customer base in the UK and around the world.

Founded in 1970, Designers Guild is one of the most respected brands in the global interior design industry. In the past 55 years, the business has developed a reputation for bold, expressive, and original design across fabric, wallpaper, furniture, bed and bath, and home accessories. Lifestyle has always been central to the company's philosophy, with collections that bridge everyday elegance and high-end craftsmanship.

Designers Guild Limited will continue to be led by Tricia Guild as Founder and Creative Director and Simon Jeffreys as Group Chief Executive alongside its existing management team.

Faye Atkins, Commercial Director at Dunelm, commented:

"Designers Guild has been an iconic feature of the UK home and lifestyle sector for many decades, so we're really excited to be investing in the brand and its continued development. With a shared passion for producing high quality products, we see multiple opportunities to work with the business and bring their renowned designs to Dunelm customers, benefiting from their expertise and innovation in design."

Tricia Guild OBE, Founder and Creative Director at Designers Guild, added:

"We are delighted to be collaborating with Dunelm, whose commitment to design and creativity aligns with our own. As the concept of luxury becomes increasingly inclusive across both fashion and interiors, we welcome Dunelm's investment in our historic archive and brand. This collaboration will help preserve the integrity of our designs while ensuring the ongoing legacy of Designers Guild."

"We've always reached across the boundaries between accessible design and exclusive artistry: from award-winning fabrics to everyday homewares – and we remain as committed as ever to building a company that brings beautiful, original design to all."

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Designers Guild is an internationally celebrated British interiors company, founded in 1970 by Tricia Guild with a vision to bring bold colour, innovative pattern, and uncompromising quality to modern living. Over more than five decades, the company has grown into a lifestyle world-leader, offering an extensive collection of fabrics, wallpapers, upholstery, furniture, bed and bath products, rugs, and accessories. Renowned for its distinctive aesthetic and consistently leading and defining trends, Designers Guild blends creativity with artistry, and regularly collaborates with iconic designers and houses.

Headquartered in London, with its flagship store and showroom on the King's Road, Designers Guild also has a strong international presence with showrooms and distribution across Europe, the US, and Asia. The company holds at its core a commitment to sustainable innovation, design excellence, and inspiring personal expression in interiors around the world.

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 11,500 colleagues.