



DUNELM GRANTED ROYAL WARRANT FOR ITS DORMA BRAND

- Dorma recognised as supplier of Linen Drapery and Soft Furnishings to the Royal Household
- Part of the second set of Royal Warrants of Appointment of the new reign of HM The King and HM The Queen
- Companies receiving Royal Warrants recognised for a commitment to the highest standards of service, quality, excellence and craftsmanship

Dunelm, the UK's largest homewares retailer, has been awarded a Royal Warrant of Appointment for its Dorma brand as a supplier of Linen Drapery and Soft Furnishings to His Majesty King Charles III.

Dunelm is one of 386 companies receiving the recognition in this second set of Royal Warrants of Appointment of the new reign. Dorma previously held a single Royal Warrant of Appointment to Queen Elizabeth II and the renewed grant will last for up to five years.

Established in 1921, Dorma showcases a long and rich heritage in quality British design, through expertly crafted products and a dedication to impeccable standards. It has been granted a Royal Warrant since 1961, and the brand was acquired by Dunelm in 2008.

Faye Atkins, Director of Commercial and Supply Chain at Dunelm, commented:

"It's a moment of great pride to see Dorma once again recognised as a supplier to the Royal Household. With a deep heritage in textiles, we are delighted with the Royal Warrant from His Majesty. It reflects the continued fantastic work of our product team and dedicated suppliers."

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 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 c.11,500 colleagues.