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Homebase Appoints Ian Penney as Director of Bathstore and Announces Three Exciting New Concession Partners

Homebase, one of the UK's largest home improvement and garden retailers, has appointed Ian Penney as Director of Bathstore and announces three new concession partnerships.

Ian Penney's Appointment

The appointment follows the acquisition of Bathstore, the UK's largest specialist bathroom retailer, by Homebase in July 2019 in a move that is set to considerably strengthen its bathroom offer.

As Director of Bathstore, Ian will take direct management responsibility for all aspects of the Bathstore business, including the concession roll out into Homebase, Bathstore's digital offering and the home improvement chain's bathroom category. Ian will be part of the Homebase senior leadership team, reporting into the CEO of Homebase, Damian McGloughlin.

Having started his career as Supply Chain Analyst with B&Q, Ian arrives at Bathstore with 13 years of senior retail experience behind him. Most recently he was Group Category Director (Kitchens) for Kingfisher, responsible for the strategic direction of the Kitchen business across seven European countries.

Damian McGloughlin, CEO of Homebase, said: "We are delighted to welcome Ian into Homebase as Director of Bathstore. Ian's leadership qualities and experience of delivering a customer-first approach will be instrumental to the business as we look to strengthen our showroom offer to customers."

Ian Penney, Director of Bathstore, said: "I'm proud to be leading the experienced and knowledgeable Bathstore team at this hugely important milestone in the history of the brand. We've got a really exciting opportunity to reinvigorate Bathstore as we continue to run standalone stores and start to introduce concessions into Homebase."

Concessions

Deals have been signed with furniture and flooring specialist, AHF Furniture and Carpets, Denby, the Derbyshire based manufacturer of high-quality ceramics and homeware, and luxury bedding and bathroom brand Bedeck. These new concession partners will further expand the range of furniture, soft furnishing and homewares now available in Homebase.

This is the latest in a series of concession announcements made by Homebase over the last 12-months, with partnerships already in place with Ponden Home, Tapi and Silentnight.

Damian McGloughlin, CEO of Homebase, said: "We have been working tirelessly over the past 12-months to rebuild our range and offer as part of our wide-ranging turnaround plan. Reintroducing complementary concessions is a key pillar of our strategy, and we're delighted to have three new partnerships."

"All three brands have solid reputations for quality products and are a perfect fit for us as we continue to build our offer. We want to be the destination for home and garden improvement projects and working with partners such as Denby, AHF and Bedeck will support our efforts in achieving this goal."

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About Homebase

Founded in 1979, Homebase is one of the UK's leading home improvement and garden retailers. The company operates stores across the UK and the Republic of Ireland.

Its product range includes painting and decorating, plants, garden tools and accessories, and kitchens – all available in-store or online at www.homebase.co.uk.

About Bathstore

Bathstore is a specialist bathroom retailer that was founded in 1990. Its heritage and expertise help customers achieve their dream bathroom. Its range of high quality, affordable bathrooms is available in-store and online at www.bathstore.com.

In July 2019, Bathstore was acquired by Homebase.

About AHF Furniture and Carpets

AHF Furniture and Carpets has been providing home furniture for over 40 years. With a huge selection of lounge, dining and bedroom furniture available in a wide selection of fabrics, styles and colours, there really is something for everyone. Driven by the passion to give customers quality furniture at affordable prices, AHF is very excited to now be working within selected Homebase stores.

Homebase customers in Truro are already able to shop the range, with the first AHF concession opening in the town in July. A further five furniture concessions will open in Homebase stores across the UK over the coming months.

About Denby

Established in 1809 Denby has been making pottery in the heart of the English countryside for over two hundred years. Using its locally sourced clay, Denby has a rich heritage of creating tableware, cookware and serveware, built up over many generations. Craftsmen's skills have been handed down over the years and many of these are still used in today's production process. The UK's leading premium casual tableware brand and now exporter to over 40 countries around the world, Denby prides itself on producing versatile, durable and beautiful tableware, which is designed for living and styled by life.

www.denbypottery.com

Two tableware and cookshop concessions will open in stores by the end of the year, with the first one in the Basingstoke store later this month.

About Bedeck

Bedeck was founded over 60 years ago and remains one of the few family-owned firms in its sector.

Based in Magheralin, Co. Down, Bedeck is one of the leading creators of premium branded bed and bath linen, designed and developed through our own in-house textile design studio.

The brand portfolio features several successful in-house brands including Bedeck of Belfast, Helena Springfield, Murmur and Peacock Blue Hotel. Well renowned brand names including DKNY, Clarissa Hulse, Harlequin, Joules, Sanderson, Scion and the V&A form part of our successful licensed brand portfolio.

This comprehensive range of brands are sold through our flagship stores in Belfast and Dungannon, Outlet stores, House of Fraser concessions and a large number of UK retailers including Selfridges, Debenhams, Fenwick, John Lewis and online at bedeck.com.

We pride ourselves on constantly innovating with new design technology and product ideas as well as the continued development of our committed team.

The first concession is also set to open later this month in its Basingstoke store, followed by a further concession in its Worcester store later this year.