

Homebase announces partnership with dwell

Milton Keynes: 2 March 2020 – Homebase, one of the UK's leading home and garden projects retailers, is pleased to announce it has signed a new partnership with lifestyle brand, dwell.

The first concession, now open in Chichester, includes a selected range of dwell's sofas, beds, dining furniture, lighting and accessories, which complement Homebase's range of home furniture, decorating, kitchens and garden, to provide customers with even more choice when it comes to creating the latest home trends.

More concessions are planned later in the year, with selected items from dwell also being made available on homebase.co.uk.

Damian McGloughlin, CEO of Homebase, said: "We are very much looking forward to welcoming dwell into our stores. Our partnerships with leading brands play a key part in our plan to make Homebase the go-to place for the inspiration, expertise and products customers need to take their ideas and create homes they love. The dwell range will be a fantastic addition for our customers, making it even easier to purchase beautiful, design-led furniture."

Founded in 2003, dwell was created for individuals who desire stand-out pieces that combine cutting-edge design, high functionality and durability.

Peter Jenkins, CEO of dwell said: "dwell is delighted to be partnering with Homebase, with the first concession now open in Chichester. We are excited to give Homebase and dwell customers alike more ways to shop our collections. With 39 stores nationwide and the new concessions opening in Homebase, we will be able to provide customers with even more choices when it comes to finding the perfect furniture and accessories for their home."

The Homebase store in Chichester has also recently been refurbished with a brand-new kitchen showroom, Bathstore and stylish home department, as well as a Tapi concession.

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About Homebase

Founded in 1979, Homebase is a home and garden projects retailer offering customers the inspiration, expertise and products to create a home they love – all in one place.

Its wide range of products covers garden, decorating, home furnishings, kitchens and bathrooms, alongside complimentary concession from some of the UK's leading brand. Inspirational new store layouts are helping millions of customers combine on-trend collections with the project ideas, practical advice, partners and tools to bring their home and garden visions to life.

Homebase operates 164 stores and 23 standalone Bathstores employing over 6,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring in-store experience Homebase offers its customers.

For more information visit <https://www.homebase.co.uk/about-us/who-we-are>.