



HOMEBASE PARTNERS WITH HEARST UK TO CREATE STUNNING NEW KITCHEN, HOME AND GARDEN RANGES

London, UK: 26 October, 2020 – Homebase, one of the UK's leading home and garden retailers, has secured a three-year partnership with the leading premium content and experience business, Hearst UK. As part of the deal, Homebase will work with three of Hearst UK's magazine brands *House Beautiful*, *Country Living* and *Good Housekeeping* to create a new range of on-trend household and lifestyle licensed products.

The *House Beautiful* and *Country Living* ranges will include designer kitchens, stylish furniture, beautiful home furnishings, a decorative paint range, outdoor living garden products, as well as new tiling ranges. The *Good Housekeeping* ranges will include kitchen and cookware products.

Together, this partnership will enable customers to be inspired by what they see and read in *House Beautiful* or *Country Living* and translate that inspiration into real-life purchases either in one of the 155 Homebase stores across the country or online at Homebase.co.uk.

A new kitchen range under the *Country Living* and *House Beautiful* brands will be the first to launch in December 2020. The other ranges will be developed and rolled out throughout 2021.

The partnership will see Hearst UK promoting the new ranges, which will be exclusive to Homebase, to its engaged homes audiences, of which the majority are united by their desire to constantly upgrade their homes with the latest trends.

Dave Elliott, Commercial Director for Homebase, says: "We're excited to be working with Hearst UK and creating a range of new products for our homes and gardens that help customers recreate the latest style trends in their homes. This partnership will give customers even more options to purchase quality products from Homebase knowing they've been created with the innovation and inspiration from the stylist teams at *House Beautiful*, *Country Living* and *Good Housekeeping*."

Sharon Douglas, Chief Brand Officer, Lifestyle, Homes and Weeklies, Hearst UK comments:

"We're thrilled to be working with Homebase on this licensing partnership. We know that our highly engaged audiences across *Country Living*, *House Beautiful* and *Good Housekeeping* turn to us when they want to create or get inspiration for their dream home. They trust our experts when it comes to what to buy, so a partnership with an iconic retailer like Homebase makes complete sense."

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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 155 stores and 16 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>.

About Hearst UK:

Hearst UK publishes 24 brands including Good Housekeeping, Cosmopolitan, Esquire, ELLE and Harper's Bazaar. Our print and digital brands reach over one in three UK women and one in four UK men every month, and our trusted content engages them wherever they are. We sell over four million magazines a month, we reach 29+ million UK digital unique users and we have more than 79 million likes and follows via our social media platforms. We also have a growing operation offering accreditation through our state-of-the-art product testing facility at the Hearst Institute.