



**October 2017**

#### **EXCITING OPENING DAY FOR THE UK'S LEADING HOMEWARES RETAILER**

A large queue of excited shoppers waited eagerly early Tuesday morning to get a look at Dunelm's brand-new store in Chichester. The first 50 customers into the store were then rewarded for their efforts with an exciting free gift to celebrate the opening.

The brand new 30,700 sq ft store at Portfield Retail Park, was officially opened by The Mayor and Mayoress of Chichester, Councillor Peter and Margaret Evans on Tuesday 17<sup>th</sup> October.

Dunelm Chichester store manager, John Lennard, said "The opening event was a great success and we really enjoyed welcoming our Chichester neighbours into our new store."

"We have been counting down the days to opening and everyone in the team worked really hard to get the store ready for the official opening day. We are looking forward to settling into our new neighbourhood and have got lots planned over the next few months for the local community"

The street team from West Sussex radio station Spirit FM also came down to the store, hiding 20 Golden Envelopes around the store to celebrate the opening. Any customer lucky enough to find an envelope won themselves a £50 gift card to spend in store.

Dunelm is making a significant investment into the Chichester area, with thousands of homeware products available to local residents, spanning across home furnishing, furniture and Christmas. Dunelm's Made to Measure Bespoke Service will offer customers the opportunity to choose from over 4,000 fabrics to create the curtains, blinds and accessories that will be a perfect fit for their home. Customers will be spoilt for choice, but expert in store advisors will be on hand to advise and aid shoppers.

The new store will stock products from favourite household names such as Dorma, Fogarty, Joseph Joseph and Brabantia, plus new and exciting designs from Dunelm's own exclusive Elements and 5A brands. In addition this, the Chichester store also has a new Kiddicare department that will sell products from trusted brands like Tommee Tippee and Trunki.

The new Chichester store is open seven days a week. It boasts free parking as well as our in store Pausa café, where customers can enjoy a delicious range of lunches, cakes and snacks alongside the many hot and cold drinks available. Perfect for a relaxing break during a busy shopping trip.

This event is part of Dunelm's exciting expansion programme in place for 2017 which will see brand new stores opening across the UK as well as current stores receiving a sparkling new makeover.

**-ENDS-**



### **Notes to editors**

Dunelm is the largest homewares retailers in the UK with over 170 stores nationwide and an online webstore at [dunelm.com](http://dunelm.com).

Dunelm offers customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll, and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics.

Dunelm was founded in 1979 as a market stall business, selling ready-made curtains. The first shop was opened in Leicester in 1984 and over the following years the business developed into a successful chain of high street shops before expanding into broader homewares categories following the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.

Dunelm is proud to support Home-Start, one of the UK's leading family support charities. Home-Start recruits and trains volunteers to support parents with at least one child under the age of five. Across the UK nearly 14,000 volunteers support more than 30,000 families and more than 60,000 children each year. Visit [www.dunelm.com/info/about/charity](http://www.dunelm.com/info/about/charity) for further information.

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