



Dunelm brings wider homewares offer to Ireland with 13-store rebrand

Expanded product range and refitted stores offer more value and choice to Irish shoppers

Dunelm, the UK's leading homewares retailer, has completed the rebrand of all 13 former Home Focus at Hickeys stores across Ireland, marking the first time its full Irish portfolio is trading under the Dunelm name.

The milestone follows Dunelm's acquisition of the Home Focus business in November 2024 and signals a new chapter for the brand in Ireland. Irish customers now have access to a wider range of Dunelm's stylish and affordable homewares, with new categories added including Cushions, Bedding, Bathroom, Rugs and Made-to-Measure window treatments, ready in 14 days.

Each location now features thousands of products, including Dunelm's own-brand favourites and trusted names such as heritage brand Dorma. Value remains central to the offer, with ready-made curtains from €45 and pillows from €15.

The rebranded stores, six of which have also had a full refit, are located in Carrickmines, Santry, Cork, Galway, Limerick, Tallaght, Blanchardstown, Northside, Kilkenny, Wexford, Tralee, Waterford and Dun Laoghaire.

The expanded offer, introducing more choice and value under the Dunelm brand, builds on the cherished offer which Home Focus has built for customers in Ireland, particularly in Haberdashery and Wool.

Ben Osborn, General Manager for Ireland at Dunelm, commented:

"We're proud to bring the full Dunelm experience to Ireland. This rebrand is about giving customers more of what they love - great quality, great value, and even more choice for every room in the home."

"Our colleagues are delighted to be part of the Dunelm family and are excited to welcome customers into the refreshed stores."

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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 of more than 100,000 SKUs, 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 202 stores across the UK and Ireland and has developed a successful online offer through [dunelm.com](https://www.dunelm.com) which includes home delivery and Click & Collect options. 159 UK stores now 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.12,000 colleagues.