



DUNELM LAUNCHES NEW APP TO ENHANCE CUSTOMER EXPERIENCE

AI-powered mobile App offers a growing range of features, store integration and customer incentives

Dunelm, the UK's leading homewares retailer, has launched a new mobile App, available for iOS and Android, offering a growing range of features for Dunelm customers looking to enhance their shopping experience.

The App acts as an easy and convenient companion for all Dunelm shopping journeys, incorporating the AI-powered search, recommendations and browse functionality which has been driving a more personalised experience on the Dunelm website.

Customers can also use the App to enhance their in-store shopping experience, with the ability to check-in for Click & Collect orders, check product availability at their local store and scan products for further information as they browse.

Dunelm is also offering customers incentives for downloading the App including free drinks in their in-store Pausa cafes, and 10% off a first App purchase.

App customers have the ability to shop particular ranges and styles, depending on their preferences and, to support the ongoing development of this new channel, Dunelm has a roadmap of exciting new features which will further enhance the shopping experience for customers, with increased levels of personalisation and inspiration.

The new App is the latest development in Dunelm's 20 year digital growth journey, having sent its very first online order in 2006. Digital channels now contribute over 40% of total sales. It follows an ongoing programme to optimise the customer experience, including last year's introduction of a generative AI-driven product discovery solution on Dunelm.com, in partnership with Google Cloud. The business has also significantly expanded its Click & Collect proposition, offering a much wider range of products for collection in-store.

The Dunelm App is available to download now from the App Store and Google Play.

John Gahagan, Chief Technology & Information Officer at Dunelm, commented:

"We're really excited to have launched our new App. It's just over 20 years since we delivered our very first online order and this is the next chapter in our digital journey."

The App brings our customers new ways to interact with our products and services, wherever they are, ensuring an easy, convenient and inspirational shopping experience.

“Our launch is just the beginning and we look forward to bringing a range of new, innovative features over the coming months, as we continue to help customers create homes they love.”

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Notes to Editors:

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 203 stores across the UK and Ireland and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. 160 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.12,500 colleagues.