



DUNELM OPENS KINGSTON SUPERSTORE AS NEW STORE PIPELINE STRENGTHENS

- *New inspirational store is latest London opening and one of three new stores expected before the end of 2026*
- *Follows launch of Dunelm App earlier this year, which has already attracted over 500,000 downloads*

Dunelm, the UK's leading homewares retailer, has today opened a new Superstore in Kingston-upon-Thames, marking a further step in its expansion across the UK and Ireland.

This marks the retailer's second London opening over the last financial year, following its new store in Wandsworth in November, as it continues to expand its footprint across different store sizes and formats.

The opening reflects Dunelm's plans to accelerate growth through its store portfolio and is one of three new stores expected before the end of 2026, alongside Llandudno in Wales and Craigavon in Northern Ireland. The business also sees a stronger pipeline of further openings beyond 2026, as it continues to bring its specialist homewares offer to more customers across the UK and Ireland.

Spanning 34,000 sq. ft. across two floors, the Kingston site further develops Dunelm's Superstore format as a true destination for homewares inspiration, with beautifully styled displays which bring products to life and help customers picture them in their own homes.

The store will showcase Dunelm's latest ranges across key homewares categories including Bedding, Curtains, Made-to-Measure, Kitchen and Furniture, alongside a newly designed Pausa café – a modern, comfortable space for customers to relax and refuel during a visit.

The Kingston opening will create up to 50 new jobs in the local area and, as part of its partnership with Age UK, Dunelm has also worked to refresh the charity's Wellbeing Centre in nearby Richmond.

As part of its omnichannel proposition, Dunelm also continues to develop its digital presence, with its new App, launched earlier this year, already attracting over 500,000 downloads. The App incorporates AI-

powered search, recommendations and browsing to deliver a more personalised experience, with a range of new features launching imminently.

Clo Moriarty, CEO at Dunelm, commented:

"We're really pleased to be opening in Kingston, a fantastic location where we can showcase the full breadth of our offer. The store is right in the heart of the town centre and has been designed to inspire customers to bring their homes to life, while delivering the value and convenience they expect from Dunelm."

"Stores play a key role at the heart of our omnichannel model and we see a clear opportunity to continue growing our footprint. We are looking forward to opening further stores and bringing our specialist offer to more customers across the UK and Ireland."

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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, 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 204 stores across the UK and Ireland and has developed a successful online offer through dunelm.com which includes home delivery and Click & Collect options. 161 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.