

Homebase trials second high street store format with launch of new kitchen and bathroom showroom

London, UK: 25 September 2020 - Homebase, one of the UK's leading home and garden retailers, today announces the launch of a new showroom dedicated to kitchens and bathrooms. Located in a redesigned Bathstore site at Sydenham Road, Guildford, the split-level showroom marks Homebase's second trial of a smaller format high street store, following the launch of the two DECORATE by Homebase stores in May 2020.

As with the DECORATE stores, the dual branded 'Bathstore' and 'Kitchens by Homebase' showroom puts inspiration and expert advice at the centre of the customer experience, providing everything required to complete the whole project, from inspiration to installation, in partnership with HOMEPROJECTS. This installation service includes the full fitting of any appliances and undertaking any electrical, plumbing, tiling and flooring requirements. For peace of mind, all work comes with a two-year workmanship guarantee.

The ground floor of the showroom displays two top quality kitchen brands from Yorkshire-based kitchen manufacturer Moores. Roux Kitchens, an exclusive range developed in collaboration with Michelin star chef Michel Roux Junior, and Copperbridge. The Roux Kitchens partnership brings a kitchen range that has been built to reflect the quality, precision, and attention to detail that is synonymous with a world-class chef. Copperbridge brings more than 70-years' heritage in creating quality UK made kitchens and will offer 20 different kitchen ranges, each available in six different carcass colours.

The first floor is dedicated to Bathstore and showcases a range of bathroom displays, from larger options to suit modern families to apartment friendly shower enclosures, to give customers inspiration for what they might want to create at home. The showroom also features displays of Bathstore's wide range of showers, taps, flooring and splash panels, highlighting the extensive range of products on offer. The introduction of leading brands Villeroy & Boch and Duravit will further strengthen the bathroom offering, bringing customers even more innovative and quality products.

Whether purchasing a kitchen or a bathroom, customers will be able to book free exclusive design appointments in the new showroom, guided by an expert designer through everything from design ideas to ingenious storage solutions. Specialist 3D design software will then be used to mock-up what the customer's new kitchen or bathroom will look like, giving them a chance to see their ideas come to life.

Customers will also be able to choose from a wide range of top-quality appliance brands such as NEFF, Smeg, Bosch and Kitchenaid, as well as beautiful worktops including bespoke quartz and granite, to complete the look.

Damian McGloughlin, CEO of Homebase, comments: "I am extremely proud of the whole team, who have worked so hard to create and launch this new concept store at a time of widespread disruption. We have invested a great deal in the in-store experience for customers across the country, which has included experimentation and innovation in new store concepts.

"Roux Kitchens and Copperbridge are fantastic additions to the wide range of products we offer customers to help create the latest home trends. The kitchen is the heart of the home, and we're looking forward to helping more customers make their dream kitchens a reality."

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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 brands. 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 Bathstore stores 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>.