

## **Homebase launches new home range for Autumn/Winter 2020**

**Milton Keynes, UK: 22 September 2020** - Homebase, one of the UK's leading home and garden retailers, has launched its AW20 home range in store and online.

Three existing collections – Homeland Flora, Deco Luxe and Pioneer – have been reinvented in this trend-driven range from Homebase. Deco Luxe oozes elegance and glamour as rich jewel tones meet Art Deco influences. Homeland Flora encompasses the everyday contemporary, mixing natural textures and materials with bright colours. Pioneer is for those who prefer industrial interiors with contrasting finishes.

The stylish range brings over 300 new lines to customers, from dining sets and storage solutions to cushions and faux plants, all at great value. Products will continue to launch throughout September and October both in store and online.

There's plenty for the little ones too with new children's storage and furniture with playful characters to inspire and excite, making tidying up easier than ever.

With the country spending more time at home, practical storage is key. The new range includes solutions for every room in the house, from the kitchen to the garage.

Customers can also complete the look with flooring and tiling options and choose from thousands of shades of paint from Dulux, Crown, Farrow & Ball, Craig & Rose, and Homebase's very own paint range.

**Nina Findley, Homebase Trading Director of Home, said:** "We're spending more time than ever at home and it's important that we love the homes we live in. Whether you're looking to redecorate a whole room or make smaller changes with fashionable accessories, our new range has something for everyone.

"Following on from the success of our Occasional Chair, we know that our customers are looking for on-trend, high quality pieces that don't break the bank.

"It's important that we can provide our customers with versatile and stylish home furnishings that are inspirational but work for everyday life too."

**ENDS**

### **Media Enquiries:**

Teagan Kahlich-Limer, PR & Communications Coordinator  
[Teagan.Kahlich-Limer@homebase.co.uk](mailto:Teagan.Kahlich-Limer@homebase.co.uk)  
07562 437929

Tayla Leventhal, M&C Saatchi  
[Tayla.Leventhal@mcsaatchi.com](mailto:Tayla.Leventhal@mcsaatchi.com)

**Notes to editors:**

**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 brand. 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 164 stores and 19 standalone Bathstores 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>.