

Homebase unveils statement furniture ranges for Autumn/Winter 2014

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Space saving statement furniture and open plan living is on-trend this Autumn Winter as Brits look at ways to broaden and personalise the limited space they have in their homes.

To help meet customer demand Homebase has introduced and refreshed 28 distinct furniture ranges – including our new Hygena collection and some additions to our Schreiber range – that are suitable for hiding clutter and kitting out increasingly popular open plan living spaces.

Amy Dietrich, furniture buyer for Homebase, said: “Space in people’s homes is becoming increasingly smaller, and we are seeing a growing demand for furniture that can do two jobs – hold more items to save room, while also bringing character to a living space.

“Although there is a reviving housing market, space is still at a premium in many households where families are all living under the same roof for longer and first time buyers are moving into new smaller new builds.

“Open planning living – either with lounge diners or kitchen diners – is still a popular space saving solution, so we’ve also introduced whole furniture collections this year to help people complete the look in their new look living spaces.

“Whether it’s putting in a sideboard to utilise a small wall or introducing a bookcase to refresh an open plan living conversion, our exclusive Schreiber and Hygena collections offer something for everyone to get the look in their homes this season.”

Here is a run down of some of the new furniture items ideal for smart storage and open plan living this Autumn Winter:

Merrick

New and exclusive to Homebase, the Hygena Merrick range (seen above) is a modern oak collection with trendy-looking storage compartments, offering co-ordinated living in the lounge, dining room and bedroom.

Included is a dining table with six chairs, sideboard, TV unit, bookcase, lamp table, chest of drawers and a wardrobe.

Each piece of furniture comes with a touch of colour on one of the drawers on each piece of furniture – either white oak furniture or taupe with walnut furniture – while there is the option for fabric or faux leather chocolate on the dining chairs.

Although oak furniture is one of Homebase's best sellers because of its modern, flexible look, walnut is also proving popular as an alternative choice. To reflect this, the downstairs furniture is also available in walnut, including the Merrick bookcase that offers seven storage compartments, and is ideal for open plan living.

Such is the flexible nature of oak and walnut it can be used together all over the home between the lounge, dining room and bedroom. The Merrick range has a bedroom collection made up of a 2 drawer bedside table, a 5 drawer chest, a 3 drawer wide chest and a 2 door wardrobe.

Woburn & Cucina

After the roaring success of our Woburn and Cucina ranges last year, both are expanding their ranges – offering complete collections perfect for open plan living.

Following the success of the dining range last year, our natural-looking Cucina furniture is entering the lounge for the first time. It now offers a TV unit, coffee table, nest of tables, sideboard, and book case. This range is expected to fly off the shelves.

A coffee table, lamp table and bookcase are also being introduced to our Schreiber Woburn range. All complemented by drawers to hide away space-sapping items, these pieces are ideal for those who prefer a matching furniture collection.

Stryder

New to Homebase this year is the family-friendly Stryder four and six seater dining set with horizontally slatted chairs. Made from veneer wood and ideal for open plan living, the chairs are uniquely slanted to provide a more comfortable dining experience.

Alysa

New and exclusive to Homebase, this Schreiber bedroom collection makes a classic statement with its elegant shapes and a bright white finish.

Expected to be popular for its feminine French inspired look, this furniture will bring class to any bedroom, and is the perfect collection to complement floral patterns and accessories.

It comes complete with a spacious wardrobe, bed frame, dressing table and chest of drawers to help complete a feminine, classic look.

Alysa is tipped to go down a treat with customers, as it is a similar look to last year's best-selling bedroom furniture range Provence.

Ryebourne

This bedroom range has wider appeal because of its clean, simple and practical look, and brings a relaxing atmosphere into the bedroom with its coastal white finish.

The collection is a storage haven throughout, comprising of bedside tables, drawer chests and a wardrobe. You can make space in your bedroom work twice as hard with the Mika double bed that lifts up to reveal a smart storage compartment – perfect for when room in the wardrobe runs out.

This collection is suitable for those looking to experiment with the look of their bedroom, as the neutral look and colour of the furniture means it can provide the foundation for many different colours and patterns.

Schreiber Made For You

Eight exclusive pieces and six fabrics have been added this year, ranging across accent armchairs, sofas and footstools.

Personalised armchairs are being dubbed as the new feature wall as more people turn to furniture to make a statement in a room.

Following the popularity of accent armchairs, two new shapes have been introduced – the Tilney armless chair shown below in Ashleigh floral duck egg fabric, and the Bingley slim scroll armchair in charcoal narrow stripe fabric.

“Using accent armchairs in fabric or leather are a great way of introducing ‘uncoordinated coordination’ into the home – deliberately bringing items into your living space that will stand out from everything else,” says Homebase upholstery buyer Shameem Hassan.

“Armchairs like Tilney and Bingley provide standout in a bedroom or hallway with their unique shapes and adventurous looking fabrics, and are pieces that you can build a colour scheme around.”

Also included this year is a Limited Edition armchair and footstool in stag fabric – reflecting Brits’ love for the wild countryside. With faux leather arms and tweed fabric, it is the ideal statement armchair for relaxing in the lounge.

Three new sofa shapes have also been added to the collection – the Benwick low saddle arm sofa, the Whittlebury corner sofa and the Downing regular sofa.

Smart and grown up, the Benwick snuggler sofa is suited for relaxing in a study. This low saddle arm design also comes as a regular and large sofa.

The Whittlebury corner sofa has a moveable chaise, and is the ideal purchase for those who like to reshuffle their furniture– while the Downing regular sofa gives more options for personalising a living space.

Customers can add items from the furniture range to their home from July 2014, when the new products will be available instore and online at homebase.co.uk.

- See more at: <http://www.homeretailgroup.com/news-and-media/news.aspx?smlbus=1690&article=5741#sthash.P92S5jYA.dpuf>