



DFS INVESTS IN NEW CHRISTCHURCH STORE

Sofa retailer and manufacturer DFS is coming to Christchurch, investing in a new 10,000 square foot store on Barrack Road.

The new store is recruiting for new jobs in Christchurch and interest has been strong locally with 52 applications received so far. The store, which opens its doors in September, will become an integral part of the local community.

Store manager, Tim Ratke, said: "We're really looking forward to bringing a store to Christchurch; it's a fantastic location and the new store will be a great addition to the local retail landscape."

The new Christchurch store is the latest addition to the DFS estate of over 100 stores across the UK, Ireland and the Netherlands offering the largest range of sofas in the UK to the town, bringing the latest furniture trends alongside modern classics, all showcased in inspirational room sets.

DFS regional sales manager, Danny Bensley, said: "We're currently recruiting a great bunch of people from the local community and we're all looking forward to getting the doors open in September."

"At DFS we know better than anyone that buying the right sofa for you and your home is vital and whatever your taste, budget or style our new store team will help you make the right choice."

DFS has been retailing upholstered furniture for over 45 years, helping generations of families choose the right sofa for their home. All of the sofas available in the Christchurch store are hand made using traditional methods, many in DFS's own woodmills and upholstery factories in Yorkshire, Nottinghamshire and Derbyshire.

For further information on all the fantastic ranges from DFS please visit www.dfs.co.uk



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For press information please contact Katie Dryland at Havas PR on 0161 234 9778 or email katie.dryland@havasww.com

Notes to editors

Things you might not know about DFS...

- DFS has been helping people find their perfect sofa for over 45 years and hand makes every sofa to order.
- With decades of experience going into handcrafting tens of thousands of sofas every year at its three factories in Yorkshire, Nottinghamshire and Derbyshire, DFS is the largest sofa retailer and manufacturer in Britain.
- DFS has over 100 stores across the UK, Ireland and the Netherlands and employs over 3,400 people.
- All DFS products come with a free 10 year guarantee on frames and frame springs
- Customers can choose from 1, 2, 3 or 4 years interest free credit with no deposit, on everything in store
- All DFS sofa designs are exclusive – you won't find them anywhere else
- DFS partners with the British Heart Foundation (BHF): BHF and DFS launched its partnership in May 2012, offering a service to any customer who chooses to buy their sofa from DFS. Customers can have their unwanted sofa collected for free by the BHF and the sofa will then be sold by the BHF in one of its Furniture & Electrical stores across the UK. Every penny of profit raised will go on to fund the BHF's pioneering research to put an end to the suffering caused by heart disease and help eradicate 80,000 deaths that occur each year as a result of coronary heart disease.
- DFS are proud to be official partners of Team GB in the run up to the 2016 Rio Olympic Games.