

HomeSense Choose Thurrock as location for new store

Submitted by: pr-sending-enterprises

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HomeSense, the new homeware retailer, has picked Lakeside Retail Park in the Greater London area for its brand new store.

The new Thurrock store is the seventh in HomeSense's chain, with the retailer's goal to bring something completely different to the homeware (<http://www.homesense.com/Discover-our-store>) market. New in store for the opening will be furniture including Chinese antiques, statement pieces, designer home décor, kitchenware and unique accessories.

Launched in April, HomeSense is aiming to offer a wider range of branded homeware, with savings of up to 60% everyday. A vast array of mirrors, from oversized gold ornate framed pieces to retro and contemporary styles will also be available as well as a myriad of Christmas gift ideas (<http://www.homesense.com/Weekly-dose>).

The new HomeSense store in Thurrock will be brimming with thousands of unique finds at irresistible prices, so customers can afford to experiment with their style of home décor (<http://www.homesense.com/Store-Locator>). A team of experienced buyers scour the marketplace all year round to secure the best deals, and a simple store format ensures further savings are passed on to the customer. Frequent deliveries also mean that new products will be available in store for every visit made by the customer.

With all items at the new HomeSense store being sold at around half the RRP,

Victoria Wright, spokesperson for HomeSense comments "HomeSense is all about unique finds at irresistible prices. Thousands of new items will arrive every week at this store, so we can offer customers a truly exciting and continually changing shopping experience. Anyone seeking inspiration for their home should discover what they are looking for at HomeSense."

The opening of HomeSense's new Thurrock store has also created 40 full and part time job opportunities for local residents and will continue to employ in the area.

About HomeSense (<http://www.homesense.com/>):

HomeSense operates a unique "off-price" concept which offers quality and branded homeware for less than the recommended retail price. These savings are passed on to customers through a combination of opportunistic buying, established relationships with manufacturers and simple, no-frills operations.

HomeSense is part of the TJX Companies Inc which already operates over 60 HomeSense stores in Canada.

TJX Companies Inc operates T.J Maxx, Marshalls, A.J Wright, HomeGoods and Bob's Stores in the US, along with Winners in Canada and T.K Maxx in the UK and Ireland.

PR Contact:

Victoria Wright
PR Manager
TJX Europe
50 Clarendon Road
Watford
WD17 1TX
01923 4733132
www.homesense.com

