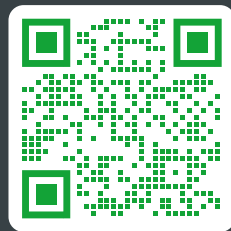


The life of a **cushion**

Every single product you see on our shelves or in our online shop has been on its own special journey. Take one of our cushions, for example. What starts as thinking big ends with something soft to sit on, or a little piece of personality for your living room. It takes a lot of hard work to make just one cushion. And every one of our colleagues plays a part. Here's how it happens, the Dunelm way.



Find out more about our teams and where you could end up in the business, visit our careers site.

How did we do?

Finally, our Insight & Analytics team are on hand to continually review how our customers shop online and in-store. They share how well our cushion sold to our Buying and Merchandising teams – who then start the process all over again!

Check it out

The cushion is ready to be sold! Our store colleagues jump in and create beautiful displays that inspire and show our customers how to style the cushion in their home. We have an incredible Store Replenishment team on hand to keep the display fully stocked, assist customers, and brighten days all round! The product also goes live online, where customers can have the cushion delivered to their home or they can click and collect from one of our stores.

Our Tech team develop innovative solutions for our teams to work with suppliers, distribute products and allow customers to browse and pay online and in-store.

Lights, camera, action

Once our Marketing and PR teams receive the cushion they start brainstorming how we can get our customers excited and encourage them to add it to their cart. This involves creating beautiful imagery for packaging, marketing and our website. The Digital team take all this exciting work and prepare a strategy to ensure everything is ready for the cushion's launch on the website, while the Tech team are on hand to keep our website and in-store payments all running smoothly.

Inspired design

To get a cushion from our imagination into the homes of our customers is a big process. First, our Designers and Buyers research customer personas (we've got to understand what people are looking for). They review sales data, predict upcoming trends, and look for timeless styles to create completely fresh ideas.

Our Designers will get to work designing the cushion and making a brief for our suppliers, whilst the Tech team are working alongside to check safety and materials. The suppliers then send back a sample which gets tweaked until it's perfect.

Safety first

Once the sample is perfected, our Product Tech team step in to make sure the cushion, its materials and its packaging are safe, fit for purpose and meet all UK legal requirements. After all the tweaks, the Technical team gold seal the product. This means the product and the packaging are ready for store and all certifications have been met.

There's more in store

Now that product safety has been taken care of, it's down to our Buyers and Merchandise team to negotiate prices with our suppliers and decide how many cushions we should sell.

The Merchandise team plan which stores should carry the cushion, and the Merchandise Excellence team decide how it should be presented, what its display setup in-store will look like, as well as managing overall stock.

Number crunching

In the background, our clever Finance team defines and manages our budget and takes care of any invoices so that our suppliers get paid on time.

Stitching it together

Now it's production time. Our Ethical, Quality and Sustainability teams work with suppliers to make sure that our cushion is ethics-approved and that we're keeping sustainability front of mind. The cushion covers are manufactured by one of our factory partners and shipped to the UK for filling.

When the time is right, our Warehouse team handle the logistics. They oversee the moving of the cushion from out of storage to the shelves of our physical stores, online shop, and to our Marketing and PR team in our head office.

