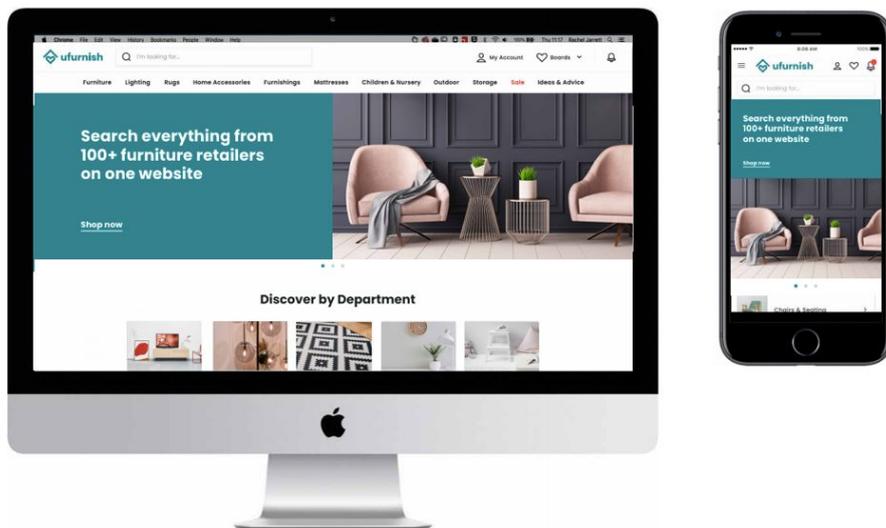




Introducing a revolutionary new way to search & shop furniture with **ufurnish.com**

According to a recent survey 74% of people find furniture shopping frustrating. **ufurnish.com** launches the destination website for furniture, enabling consumers to search everything from 100+ furniture retailers on one website, from John Lewis to Dunelm to Grace & Grey*

Start your story of furniture search on www.ufurnish.com



Recent research conducted by **ufurnish.com** during the COVID-19 pandemic has shown that since being confined at home, 69% of people* have re-evaluated the furniture they have in their house, prompting them to consider new purchases during recent months. Due to the recent outbreak, the extra time indoors has inspired 54% of people* to start refurbishment projects with 50%* of those admitting to **ufurnish.com** that COVID-19 has changed their future furniture habits, opting to now shop online rather than visit in store. Following these results, **ufurnish.com** has launched and is revolutionising the way consumers can search and shop furniture online.

ufurnish.com has launched an innovative, market leading search engine, reinventing the way furniture and furnishings is searched, discovered, compared and shopped online. Bringing together hundreds of thousands of products from 100+ of Britain's best furniture retailers, **ufurnish.com** is connecting consumers to larger and smaller furniture retailers, all on one website. Consumers can easily search and shop known and unknown retailers within the furniture market, eliminating the fear of missing out on undiscovered items.

Powered by its sophisticated, easy to use search engine, products on **ufurnish.com** are presented by furniture type, enabling consumers to receive bespoke results as they apply filters based on their style and budget specifications. Findings from the **ufurnish.com** survey discovered 93%* browsed multiple retailers before making a purchase. **ufurnish.com** eliminates the need to individually search retailer after retailer by working with a large variety of quality, trusted retailers including; The

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French Bedroom Company, My Furniture, Furniture Village, Habitat, Maisons Du Monde and Made.com all on one website.

Through its enhanced website features, **ufurnish.com** shoppers are able to favourite products, create home furnishing design boards and receive value added notifications like sales alerts and retailer promotions. In addition, **ufurnish.com** provides home interior inspiration and practical furnishing advice with top tips, style guides and design inspiration. Once consumers are ready to purchase, one click takes them directly to their desired product on the retailers website.



Founded by Irish/Australian couple Deirdre Mc Gettrick and Ray Wright, the creation of **ufurnish.com** was based on both market analysis and their own experience of struggling to find the furniture they wanted for their own home. Deirdre recalls *'We found the experience very frustrating and disconnected. Working long hours, the last thing we wanted to do in the evenings was trawl websites to find the right sofa or bedside cabinet, especially as we kept having to repeatedly input the same search criteria on every furniture website we found.'*

When purchasing new furniture, 34% of people* from the **ufurnish.com** survey found it either difficult to decide what furniture they wanted, hard to find once they knew what they wanted and it to be a time consuming process. Ray and Deirdre found it hard to keep track of products they liked and found themselves stuck in a rut of lists, URL links, spreadsheets, and screenshots. They both came to the conclusion that there had to be a better way to save and compare furniture, which is where the idea for **ufurnish.com** was born.

The goal of **ufurnish.com** is to build a community of people and furniture retailers who use the website as their first port-of-call for home furniture search, connecting them with the products they want to truly improve their shopping experience. Co-founder Ray explains: *"It's all about providing people with maximum choice and the ability to find the right product with ease and enjoyment."*

ufurnish.com has launched at an exciting time with Globaldata estimating the UK homewares market is worth £13.5bn per year and the UK furniture market was estimated by Globaldata to be worth £11.4bn in 2019.

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Note to Editors:

- The results of this survey, conducted by **ufurnish.com**, reflect the home shopping experiences of over **1,300** people.
- Conducted in the last week of May, **67%** of those who shared their experiences were **female** and the remaining **33% male**.
- Of those sharing their experiences with **ufurnish.com**, **23%** were aged between **20-30 years old**, **37%** were aged between **30-40 years old**, **20%** were aged between **40-50 years old** and **20%** were aged **50 and over**.
- Results of the full home furniture shopping experience survey, conducted by **ufurnish.com**, are available upon request.

-ENDS-

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