

23 JULY 2019

NEW RANGE HAS CUSTOMERS FEELING AT HOME AT COLES **Coles introduces limited edition homewares starting at just \$2**

Coles customers doing their weekly shop over the next four weeks may be surprised to find chic decorator pieces, stylish cookware, elegant bathroom accessories and designer storage solutions in the supermarket aisles.

For a limited time, Coles is featuring the Your Home Collection, with 101 homeware items from cushions and throw rugs in on-trend colours of grey, sage and coral, to lamps, vases and picture frames, all priced from \$2 through to \$30.

Coles Chief Executive for Commercial and Express, Greg Davis, said the homewares range pays tribute to the company's origins 105 years ago as 'Coles GJ and Co: Fancy Goods and Drapers,' a single store in Melbourne's inner-city Collingwood.

"For more than a century Coles has been constantly evolving to meet customer needs, and we're committed to continuing that legacy of innovation," he said.

"Over the past year we have launched hundreds of new products that customers have never seen on our shelves before, across areas like health foods, prepared and ready-to-cook meals, personal care, and meat alternatives.

"In July and August, the Your Home Collection will transform the Coles shopping experience, giving our customers the chance to pick up products that they will love in their home.

"We think customers are going to love the new homewares range, and it's another great example of how we are inspiring customers by offering them something that's not only great quality and value, but goes beyond what they expected when they walked into our store."

The Your Home Collection was created with an emphasis on quality and value, with 70 per cent of the range priced at \$10 or less, and nothing more than \$30.

The Your Home Collection is in all Coles supermarkets until 25 August and includes:

- Succulent in Glass Pot – \$5
- Decorative Ceramic and Wood Canister – \$6
- Mahala Jar (ceramic pot with lid and leather handle) – \$6
- Felt Storage Box – \$10
- Velvet Cushion – \$13
- Timber Photo Frame – \$15
- Plush Throw – \$15
- Four Draw Timber Storage Box – \$12
- Maya Table Top Lamp – \$25
- Round Wall Shelf – \$25

For further information:

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