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GLOBEWEST TO OPEN CLEARANCE RETAIL CHANNELS

GlobeWest furniture has revealed plans to open a direct-to-public outlet together with an online clearance store.

The Springvale, Melbourne bricks & mortar store will be a warehouse-style environment located adjacent to the brand's corporate office and national distribution centre and offer significant discounts off recommended retail prices on seconds, returns, samples and ex-showroom floor stock with slight signs of wear.

The ecommerce store will be hosted on a separate website and will sell boxed first quality discontinued items.

The move to introduce online and physical retail supports the company's ongoing strategic vision and is necessitated by five consecutive years of double-digit growth.

"To live our vision to inspire the creativity of our core design professional and boutique retail customer base, innovation and progression remain paramount. The establishment of clearance channels will enable us to effectively manage excess end-of-line inventory and stay focussed on that. It will also provide opportunity for a new, budget-savvy consumer segment to gain access to our offering." continues GlobeWest Co-founder Stephen Mendel.

Both the online and bricks & mortar stores will offer an eclectic mix of indoor, outdoor furniture, rugs and homewares to match every style.

"We know from our bi-annual direct-to-public warehouse sale events that there is a strong appetite for our products amongst a more price-conscious consumer, so are confident both the warehouse outlet and online store will be embraced." he continues.

GlobeWest's main business remains focussed on creating beautiful and distinctive furniture backed by the highest level of customer support and logistics. Showrooms together with the mother brand's website remain the destinations for all current ranges.

The brand will continue to connect general public shoppers to its current range via its' showrooms, online store locator and Find-a-Designer services.

"We will always be champions for professional design advice. These clearance channels are simply an inventory management lever as we continue our commitment to and investment in innovation and inspiration," concludes Mendel.

Work has just commenced on the Melbourne outlet build with the store scheduled to open in early 2020. The online store will follow.

Additional building works are occurring at the adjacent site including showroom enhancements to improve customer experience, a new design hub, and a significant office renovation to cater for the business's growing workforce.

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