



LUXE FOR LESS: B&Q'S DESIGNER INSPIRED HOMEWARE FOR UP TO 90% LESS

- With January pay day finally here, B&Q's Head of Décor, Gill Baker, has unveiled her top homeware picks for up to **90%** less than their luxury alternatives
- From a **Teddy Boucle Fabric Armchair**, **71%** cheaper than some alternatives, to a **Cast Iron Casserole Dish** for less than an eighth of the price of its fan-favourite counterpart
- All items are available in stores and online at www.DIY.com now

JANUARY 2025: With the long wait for January pay day finally over, B&Q's Head of Décor, Gill Baker, has unveiled her top picks of luxury lookalikes for houseproud homeware fans.

Gill's selection includes a wide range of top indoor and outdoor homeware picks, from the **CESANA Sun Lounger** for a massive **90%** less than some pricier alternatives to a **Cast Iron Casserole Dish** for less than an eighth of the price of its fan-favourite lookalike.

Beady-eyed interiors fans will spot a familiar favourite in the [Teddy Boucle Fabric White Mirielle Swivel Accent Chair with Footstool](#) (**£369.99**) - a whopping **£1,325 (71%)** less than its higher-end lookalike. With Bouclé being one of the viral trends of 2024, reaching peak popularity with interior designers and amassing over 30 million posts on TikTok***, this cosy counterpart is a must-have.

LUXURY	LESS
 <p>Garret Armchair - Soho Home £1,695</p>	 <p>Teddy Boucle Fabric White Mirielle Swivel Accent Chair with Footstool - B&Q £369.99</p>

B&Q

For shoppers who like to chef up a storm, Gill has included the [Barbary & Oak Casserole Cast Iron](#) (£52.90), which serves up a saving of **83%** compared to its fancy, fan-favourite lookalike.

Also available to shoppers looking to luxe up their kitchen without the cost is the [Melody Maison Rectangle Taupe Scalloped Tray](#) (£21.95), which is over £200 cheaper than its pricier pairing.

LUXURY	LESS	LUXURY	LESS
			
Cast Iron Oval Casserole Dish - Le Creuset £329	Barbary & Oak Oval Cast Iron Casserole Dish - B&Q £52.90	Large Lacquered Scalloped Tray - Addison Ross £230	Melody Maison Rectangle Taupe Scalloped Tray - B&Q £20.95

For those devoted to both luxury designs and DIY, the [GoodHome Satori Blue Stripes Textured Wallpaper](#) (£25.00) is the perfect budget-friendly buy to make a room *pop* without a bank balance *drop*. Aesthetically matched to a pricey up-market option for a third of the cost, the wallpaper is all the rage following 2024's stripe obsession.

For an even timelier trendy Traitors-esque look, Gill has included [Crown Walls & Ceilings Matt Emulsion Paint Winter Cherry](#) for a third of the price of other viral options.









LUXURY	LESS	LUXURY	LESS
			
Farrow & Ball Eating Room Red, 2.5L - B&Q £63	Crown Walls & Ceilings Matt Emulsion Paint Winter Cherry, 2.5L - B&Q £26.21	Spalding Stripe Wallpaper - Ralph Lauren £75	GoodHome Satori Blue Stripes Textured Wallpaper - B&Q £25



B&Q's Head of Decór Gill Baker said, "At B&Q we've worked hard to curate a range of trend-led products which offer a luxe look for less. We don't believe anyone should be barred from finding that perfect statement piece for their home, and our team are experts in helping you get a high end look, without burning a hole in your pocket."

It couldn't be easier for interiors lovers to get their hands on the high-end homeware alternatives for less. Savvy shoppers can peruse B&Q's range of homeware in-store and online at [diy.com](https://www.diy.com) now.

Next day click & collect delivery is also available on many products for a convenient shopping experience and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love*.

GILL'S OTHER 'LUXE FOR LESS' PICKS			
LUXURY	LESS	LUXURY	LESS
			
Dome Table Lamp - Graham & Greene £120	Mushroom Table Lamp - B&Q £37.50	Wee Scoon Rechargeable Table Lamp - Pooky £71.50	GoodHome Quelea Taupe Rechargeable Table Lamp - B&Q £15
LUXURY	LESS	LUXURY	LESS
			
Ardingly Outdoor Lounger - Soho Home £2,995	CESANA Sun Lounger with Cushion - B&Q £289.99	Eos Outdoor 2 Seater Sofa - Heal's £1649	SALERNO Garden Bench with Cushion - B&Q £339.99
LUXURY		LESS	

The B&Q logo is displayed in white text on an orange square background.

[Mae Aged Stone Effect Vase - Cox & Cox](#)

£95



[Rustic Grey Vase - B&Q](#)

£26

ENDS

Notes to editors:

For more information, images and sample requests, please contact:

b-and-q@wearetheromans.com

About B&Q:

B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at diy.com for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](https://tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit diy.com/corporate/community or to read our Build a Life Project annual report visit diy.com/responsible-business



B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

[Follow B&Q on LinkedIn](#)