

# Danish homeware retailer JYSK to open Leeds store

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Danish retailer JYSK is to open a new store in Yorkshire, creating 15 new jobs.

The home furnishings store, known for its stylish home furniture and accessories, is opening its new store next month in South Retail Park, Tulip Street, Leeds – its 24th store in the UK and third opening this year so far.

The firm – which is pronounced 'yoosk' – is the largest Danish retailer operating globally and it is pursuing ambitious UK expansion plans, having already opened stores in recent months in Greater Manchester and Liverpool.

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The international chain with Scandinavian roots sells everything for the home and garden, including sleeping products created by experts, from mattresses, duvets, and pillows to bedframes and bases.

The Leeds opening is set to create 15 jobs and recruitment is currently under way.

Jenny Johnston, JYSK's sales and marketing manager for UK and Ireland, said: "Leeds is one of the top five largest cities in

the UK so to put our JYSK mark on the map here is a really exciting milestone for us.

“We already have a strong customer base in Yorkshire so it feels a real accomplishment that we can go one step further and bring our products right into the metropolis of the region, in Leeds. What’s more, this is the first store this year that we have been able to open without any lockdown restrictions.

“That in itself feels like a huge achievement and reason to celebrate, after such tumultuous challenges felt across the entirety of the retail sector over the last year.”

The Leeds JYSK open on August 26 and joins other existing stores in the region in York, Bradford, Dewsbury, Pontefract and Wakefield. Other store openings in 2021 include Barnsley and Gainsborough.

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