

Sharps Bedrooms acquires Staffordshire outfit

A Black Country home furnishing designer and retailer has expanded its presence in the region with a buyout deal.

Bilston-based Sharps Bedrooms has acquired Stoke outfit Fittingly. Sharps and Fittingly design and sell bedroom, lounge and home office furniture and accessories. Terms of the deal were not disclosed.

Fittingly was owned by Alex Johnson, Marty Day and Steve Mrozek, who founded the business in 2019, along with Robert Scanlan who joined the company in 2020.

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All of the Fittingly team will remain in the business following the acquisition and it will continue to trade as a separate organisation from its premises in Stoke-on-Trent.

Sharps Bedrooms' chief executive Kevin Smith said: "We are delighted to complete the acquisition of Fittingly which has built a successful business in what are clearly complicated times.

"We look forward to seeing Fittingly progress, with our guidance in the years to come."

Mr Day said: "We are very excited at the opportunity to work with the market leader in fitted furniture and grow our business even further."

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Mr Mrozek added: "We are excited to have the backing of the UK market leader. Sharps will be investing in our shared goal to grow Fittingly and establish us as a consumer brand.

"This deal will enable Fittingly to fulfil its potential as a truly unique offering in our industry."

Sharps Bedrooms posted a turnover of £127 million in the year to October 2022 and is owned by Epirus, a London-based private equity investor.