

BAZAAR GROUP



All about Bazaar Group

Cramlington, UK
Hamburg, Germany



Welcome to Bazaar Group

We are a European soft furnishings business, headquartered in the UK. We're proud to be the home of the Feel-Good Factor, delivering the easy life from our Cramlington (UK) and Hamburg (DE) distribution hubs.

With a focus on customer experience, operational excellence and our expert knowledge of the industry, we're immensely proud of our humble beginnings. Our story is still unfolding, and each chapter brings exciting new opportunities and achievements!





A note from our CEO

At Bazaar Group, we've got something extraordinary to offer you, a rewarding career path that puts you right at the forefront of our mission. We're all about making homes around the world more comfortable and cosy, and we want you to be a part of it!

When you join our team, get ready for a new role where you'll face exciting challenges, take on real responsibilities, drive commercial success and experience accelerated career progression. But that's not all.... We also provide a supportive environment where you can truly flourish and develop your skills. We believe in investing in our people, and we're committed to creating a culture of mutual learning and development.

We're a small business or an SME, but our mindset and actions are anything but small! We proudly remember our roots, yet we think and behave like the global business that we are! Bazaar Group is led by our talented Board and supported by our Senior Management Team. We regularly share our strategic plans to ensure our team are all working towards achieving our ambitious plans and growth trajectory.

We've earned our fair share of awards, including the Gold Award for Investors in People 2022, the CIPD North East Excellence in Organisational and People Development 2022, as well as holding the Advanced Level of the Good Work Pledge and achieving the Continuing Excellence Level in Better Health at Work, in 2023.

So, if you're an ambitious and commercially curious team player and decide to join our team: I'm really looking forward to meeting you on your first day. Let's embark on this exciting journey together!

Mark Dolder
CEO, Bazaar Group

Our Founder



In 2003, Jayne Dolder had a simple mission: to create soft furnishings that make people feel good. Starting from scratch, as the very definition of cottage industry, Bazaar Group was founded by Jayne at her very own kitchen table.

The Bazaar journey all started with a childhood bean bag. Jayne had a need, and she decided to craft it herself with a little help from her parents, of course. Little did she know that this comfy creation would quickly capture the attention of her brother and friends. Encouraged by the initial success, Jayne embarked on a mission spreading that irresistible Feel-Good factor to every home. She wanted to help customers transform their spaces into cosy sanctuaries. And the rest is now Bazaar Group history...

Jayne's leadership, enthusiasm, and eye for design continue to be an inspiration to all of us here at Bazaar Group. Jayne's talent was recognised in 2015, when she won the Susan Dobson Award for Entrepreneurship, becoming the North East Woman Entrepreneur of the Year, quite the accomplishment!

Fast forward to today: We have since evolved into a category leader within the furniture and casual seating sector, with numerous sales channels and shipping throughout Europe. It's not just our commitment to providing high-quality products, at an affordable price. It's our determination to create happy, comfortable living spaces for people all around the world.

We owe so much of our success to Jayne. She remains an investor in the business, and her visionary spirit never fails to inspire our entire team. It's people like Jayne who remind us that dreams can become a reality.



The Story So Far

2003

Jayne Dolder
creates the first
bean bag

2005

Bazaar Group
is founded

2009

Began selling
on Amazon

2013

EU Trading
commences in
Germany

2014

Eden Learning
Spaces is born

2015

EU Trading
extends to France,
Italy and Spain

2018

Our product
brand icon,
is created

2021

Comhar Capital
invest in
Bazaar Group

2022

Hamburg
warehouse
opens

2023

Our Big Bash to
celebrate 15 years
(and a couple more)
of Bazaar Group

2023

Mallo
launches in
Europe

NOW

The story
continues...

Our Retail Brands


Meet our retail brands: **BeanBagBazaar** and **Mallo**.
In the UK, **BeanBagBazaar** is the **No.1 rated retailer** for soft seating – according to TrustPilot.

Mallo is our European brand, and the true **‘Home of the Feel-Good Factor’**, delivering squishy bean bags to Germany, Austria, Belgium and France!



beanbag
bazaar

Make your living space truly feel like home with the curated range of casual seating.



TrustScore
4.8 out of 5



Based on over
12,000 reviews on

★ Trustpilot



Mallo

Mallo welcomes you to come in, sit back, smile and relax, you're in...

‘The Home of the
Feel-Good Factor’



Keep up with all the squishy fun, follow us on Instagram



@beanbagbazaar



@mallohome

Our Product Brands

We've got a portfolio of retail and product brands that we're super proud of, and we've built them from scratch! Even now, we're still developing them. Our category leading brands are all about offering cosy, casual seating solutions that cater to the unique needs of European markets. We've got everything from Eden Learning Spaces learning aids to those Pinterest-worthy designs from icon. So, no matter what you're looking for, we've got your back, quite literally!

Plus, you don't have to search high and low to find our amazing products. You can conveniently find them on your favourite websites like **Amazon**, **Urban Outfitters**, and **Maisons Du Monde**. They're all right there, just a few clicks away! Let's take a deeper dive into each of our product brands...

icon

Style it with icon.

Easily elevate your insta-worthy space with contemporary soft furnishings, designed by experts, using the highest quality fabrics.

Melt into comfort.

 @icon_hq



eden.
Learning spaces

A brighter way for little imaginations to learn through play

Inspired by teachers, tested by kids, loved by parents.

For more educational information and inspiration, search 'Eden Learning Spaces' on Instagram and LinkedIn



Veeva

Relaxing, partying, entertaining, whatever you are doing.

Create your own laid-back space and make the most of good times with Veeva.

Lounge anywhere.

 @veeva.hq



Our Customers

Our dedication to Customer Experience is what sets us apart, and we cannot thank our customers enough for being a part of our journey.

We've earned a spectacular 5-star rating on TrustPilot, and not just from a handful of people... there are over 12,000 5-star reviews!

Head to bazaar-group.com/real-homes for more interior inspiration from even more of our lovely customers!

TrustScore
4.8 out of 5



Based on over
12,000 reviews on



@tallulahcottage



@funkydoryhouse



@fray_at_home



@our_brilliant_victoria



Our Leadership Team

We're all about having strong, transparent leadership that guides and inspires our amazing team

We believe that when our leaders are empowered, it spreads throughout the entire company and helps us drive our ambitious growth plans.

As Bazaar Group keeps growing and expanding, our Leadership Team is right there, on hand to provide their specialised knowledge and expertise, to help us achieve our key business objectives.

The team are made up of high-performing individuals, who are laser-focused on delivering our strategy while living our values.

To discover more/find out more about our leadership team, click [here](#)



Our Team

Our team are the reason we've seen so much success and are always striving towards bigger and better things. Each department brings their talent and expertise to the table, working together to create a more comfortable world for us all.



PRODUCT DEVELOPMENT AND SOURCING

Creating, sourcing, and shaping products to meet market demands.



FINANCE

Ensuring confident financial management and investment within the business.

OPERATIONS

Handles production, warehousing, and customer journey management.

IT AND SYSTEMS

Developing new and existing systems, giving our team tools to do their best work.



WEB

Selling and merchandising our products across our retail brands, BeanBagBazaar and Mallo

HR

Building robust structural, talent, and well-being plans to help our people flourish.



CUSTOMER EXPERIENCE

Driving exceptional customer experience, securing our 4.8 Trustpilot rating.



BRAND AND MARKETING

Creating, advertising and evolving our brands and communication strategies.



TRADING

Selling and promoting our product brands through a variety of channels such as Amazon, Maisons du Monde, and Urban Outfitters.



Our Core Values

Our values are inspired by our people, the brilliantly talented individuals who make up our team. These values serve as a huge source of inspiration and have the power to unite our whole team across our European operations.

From the little day-to-day actions to the bold, strategic choices, our values are always there, cheering us on and reminding us “Hey, do the right thing!”

Living the Values Award

We make sure to recognise our team members who truly reflect our values every month, awarding an extra day of annual leave, a gift card or charitable donation to our deserving winner!





And most importantly...
we always remember the fun!

Our Benefits



Having a team that's happy and fulfilled can truly transform a workplace. That's why we've gone the extra mile and created a benefits package that's reinforces our 'Feel-Good' message. It's all about supporting and uplifting our wonderful team because we know that when they thrive, the entire business thrives too.



Caitlin Hamilton
Senior HR Advisor



Cyclescheme



Electric vehicle scheme



Techscheme



Life Assurance scheme



25 days holiday + bank holidays



Holiday buying scheme



35% discount + frequent staff sales



Early finish on a Friday



Enhanced company pension scheme



Personally tailored learning and development



Financial and non-financial rewards



Employee Assistance Programme



Health and well-being programme



Staff social events

Our Communities

Paid volunteering leave

Something important to us is giving back to our communities. That's why we've made it possible for our full-time employees to take 2 days of paid volunteering leave a year.

Our team can choose to support a charity or community group that's near and dear to their heart, or they can dive into an opportunity with local organisations we partner with to support throughout the year.

We believe in the power of community and are glad that our team can be a part of it in such a meaningful way.

In 2023, we had the incredible opportunity to be a part of Newcastle's Shaun the Sheep on the Tyne Art Trail, presented by Wild in Art. The trail raised vital funds for St Oswald's Hospice, a charity close to our hearts.

Our sponsored Shaun the Sheep sculpture was located right outside the wonderful Great North Museum: Hancock!



We also support multiple other charities such as:



Our Awards

As our story evolves, so does our portfolio of awards. Bazaar Group has grown to be an award winning business, both regionally and nationally.

To see more about our awards, click [here](#)

Our awards include:



Gold Level in Investors in People



Disability Confident Employer 2023



Continuing Excellence in the North East Better Health at Work Award



Good Work Pledge Advanced level 2023



Finalist in the NE & HRD Awards 2023 for Excellence in Leadership



Winner of CIPD NE Award for Excellence in Organisational and People Development, 2022



Finalist in North East CIPD Awards for Excellence in Organisational and People Development, 2021



Winner of CIPD NE HR&D Award for Excellence in SMEs 2019



The Journal and Evening Gazette North East Small Business award winner



The Journal and Evening Gazette North East Internet and ICT award winner



Susan Dobson award winner for Entrepreneurship



Finalist in Northumberland & Tyneside Company of the Year Awards 2021



Gold in the Primary Teachers Awards for outdoor equipment



ERA Award for Best Education Supplier



TrustScore
4.8 out of 5

★★★★★

Based on over
12,000 reviews on
★ Trustpilot



Gold Investors in People

In 2022, something super exciting happened! We achieved the Gold accreditation against the Investors in People standard. The **Gold** accreditation is given to organisations that really put their people first and show a strong commitment to supporting and developing their employees.

This is true recognition of being a people-focused organisation. To earn this shiny gold badge, we went through a thorough external assessment that included an anonymous survey completed by over 90% of our employees.

Our results mean we're in the top 4% of Gold Standard IIP manufacturing organisations nationwide!

We're passionate about our people, so much so that not a day passes without discussing our incredible team and their talents! With the right values, culture, and leadership in place, there's no end to what we can achieve.

Mark Dolder
CEO



We're all about building a people-centric culture that not only helps our employees thrive but also strengthens our business results. We're excited to expand this awesome framework internationally and nurture an equally amazing and supportive culture out in Hamburg.

Helen Svensson
HR Director



Get In Touch



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