



21 November 2023

British Garden Centres unveil its Christmas themes for 2023

It's that time of year once again and British Garden Centres, the largest UK family-run garden centre group has revealed its festive decorating inspiration to help customers deck the halls this festive season. From classic and natural styles to bright and bold glamour, there are ideas to suit every taste and every home.

New for 2023: This year has seen a dopamine decor trend with homeowners embracing bold colours and playful patterns to create a fun and happy space for guests to enjoy Christmas. British Garden Centres is proud to reveal its **Lollipop** theme which sees sweets and tasty treats in bright vibrant colours mixed with pastel! This is a delightful and bright combination, think Christmas Red mixed with Sugar Blue, and Lipstick Pink and Pistachio for a delightful sprinkle reminiscent of Hundreds & Thousands.

Also new for this Christmas is the **Fruits and Berries** theme which is rich, sumptuous colours and textures with sugar finish and antique gold. Think lush greenery, frosted berries, oranges and clementines to bring texture and scent to the home. For those who like a more modern look to their festive home, **Dark Nights** is a dramatic theme for contemporary homes with darker shades of grey, blue and black giving a cool urban living look. A sleek but stylish trend, the darker colourway will never go out of style and will look effortless in years to come.

Visitors can also enjoy British Garden Centres' popular schemes in-store which include:

The Traditional Christmas range features shiny reds, greens, and gold to evoke the true Christmas spirit. This collection includes ruby red poinsettias, gift bows, vintage nutcracker ornaments, wreaths, and Santa figurines. Our much-loved **Winter Wonderland theme** uses icy blue, silver, and white colour schemes to create an elegant festive environment, whilst the Romance collection features delicate rose tones and soft pink shades for a dreamy and romantic mood.

Gingerbread is a traditional theme with red and white with hints of green and biscuit brown. This collection includes classic gingerbread houses, striped candy canes, and sweet shop stripes. The **Woodland** trend features dark brown, amber, green, and terracotta colours for a fresh, nature-inspired look. This theme is perfect for garden lovers, as it can be created from foraged plants.



21 November 2023

The powerful **Midnight** theme features deep rich blues paired with luxurious warm gold, inspired by celestial, zodiac, and constellation motifs. The navy-blue trend continues to gain popularity this festive season, featuring dark blue candles, gold holders, gift wraps, ribbons, ornaments, and moon and stars.

The **Glam** décor range adds elegance to the home this Christmas season with its warm gold accents and sprigs of holly berries. These trends will bring a touch of elegance to the home and make it feel more festive and inviting. And for those young at heart, the **Kids Festive Fun** theme is aimed at children and features festive family activities and products to get you in the Christmas spirit. Featuring products that will appeal to all ages including Paint Your Own, plush toys, and Babies First Christmas keepsakes, this will be a must-see area with gifts for everyone.

Amy Stubbs, Development and Projects Manager at British Garden Centres said: “Everyone approaches the design of our homes differently, so why should our Christmas decorations be any different? Our curated trends will appeal to all tastes and personalities and allow the Christmas aesthetic to shine through. Whether you are dreaming of a white Christmas or decking the halls with thousands of lights and bold colours, British Garden Centres has the Christmas décor theme for you.”

ENDS:

WORD COUNT: 589

Notes to Editors:

British Garden Centres (BGC) is the UK’s largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire. BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham. The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres, Woodthorpe Leisure Park, and Woody’s Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: www.britishgardencentres.com

Contact: Cassie King - PR Team

cking@britishgardencentres.com

07875 337290