



20th February 2024

Introducing Fern Living – British Garden Centres’ new outdoor furniture range

There is a new name emerging for garden furniture, Fern Living, an exciting new brand by British Garden Centres, the UK’s largest family-run garden centre group. Fern Living has recently launched an exquisite new collection of garden furniture that is set to elevate an outdoor living space to new heights. This beautiful range combines functionality, comfort, and style, providing homeowners with the perfect opportunity to create an inviting and relaxing oasis right in their own garden spaces.

Fern Living is made up of pieces that will create a functional and fashionable outdoor space, from corner sofa sets and dining furniture to smaller bistro sets, parasols and benches.

Drawing inspiration from nature and contemporary design, Fern Living's new garden furniture range is crafted from luxury elements including wood and rattan to modern aesthetics of lightweight aluminium. Each piece is thoughtfully designed to blend with the natural surroundings, creating a serene and welcoming outdoor environment for families and friends to gather and relax in.

The new Fern Living collection boasts exceptional craftsmanship and utilises premium materials, ensuring durability and longevity. British Garden Centres’ commitment to creating a relaxing outdoor retreat is evident in Fern Living with the comfort-focused design of the furniture. Plush cushions, ergonomic shapes, and spacious seating options ensure that every moment spent outdoors is one of pure relaxation and enjoyment.

Fern Living's furniture range is designed to offer both versatility and functionality, making it suitable for a wide range of outdoor settings. Whether you have a cosy balcony or a large patio area, there is a perfect option for you. For those who love to entertain, the **Leighton** Corner Sofa with its social seating is the ideal choice. If you prefer alfresco dining or just want to relax in the summer sun, the **Andorra Deluxe** is the perfect solution. For smaller spaces, Fern Living offers the intimate **Walton** bistro set with wooden legs and all-weather weave seats or a cosy **Dalby** bench. With such a diverse range of options, you can find the perfect piece of furniture to suit your needs and enjoy the great outdoors in comfort and style.



20th February 2024

Get ready to impress your guests this summer with the stunning **Coniston** rattan set. This elegant furniture set is a must-have for anyone looking to enhance their outdoor living experience. The sophisticated design exudes style and comfort, creating the perfect socialising space for any occasion. And with the **Thornton BBQ Bar**, you can transform your garden into the ultimate hub of entertainment. This unique addition is sure to become the talking point of every garden party, making it the perfect place to gather and unwind after a long day. Whether you're hosting a grand gathering or simply relaxing in the sun, this new range will take your outdoor living experience to the next level.

Fern Living will be available across all the British Garden Centres stores so every homeowner across the country can experience luxury outdoors whilst enhancing the overall look of your garden and creating a wonderful space for relaxing with family and friends.

Darren Craven, Group Furniture Buyer at British Garden Centres said: “Our gardens and outdoor areas have become increasingly important spaces for socialising and relaxation. That's why we are thrilled to announce the launch of the Fern Living outdoor furniture range, which brings the quality and value we are known for in our 62 stores to the dining and socialising category. This exciting venture is part of British Garden Centres' mission to offer a complete garden and home experience for our customers. The addition of the Fern Living brand is a significant milestone for our business, and we look forward to its first taste of success in 2024.”

ENDS

WORD COUNT: 613

Notes to Editors:

About the business:

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



20th February 2024

Contact

Cassie King - PR Officer cking@britishgardencentres.com

07875 337290