

16th April 2024

Embracing an al-fresco summer with Fern Living

In today's world, having a beautiful and comfortable outdoor space to unwind and relax has become more important than ever. Spending time outdoors, surrounded by nature and being with your loved ones can bring about significant physical and mental health benefits, with many people seeing their garden as a peaceful escape from the stresses of everyday life. British Garden Centres, the UK's largest family-run group, is proud to introduce Fern Living - its exclusive brand of high-end, sophisticated outdoor furniture.

Having space to entertain friends and family is deemed the most appealing garden feature for consumers in the UK, gardens are no longer just places to work in and look at, they now form part of everyday living. Research by YouGov for HTA revealed that 70% of consumers use their gardens for relaxation and 42% for entertaining friends and family. Fern Living was designed to cultivate timeless elegance for your outdoor haven and these furniture sets will enhance the overall look of your garden and create a wonderful space for relaxing and socialising.

Relaxation outdoors

Rattan and wooden furniture have soared in popularity, following the neutral and natural interiors trend, blurring the lines between home décor and outdoor style. The traditional **Fern Living Dalby 4-Seat** set turns the garden into an outdoor room and extension of the home, with a pick of parasol and cushions turning al-fresco dining into relaxation in seconds. Enjoy the durability of nature with our FSC acacia wood Dalby furniture which is crafted to last for generations, with the traditional red/brown finish and unique grain pattern enhancing the elegance of any garden. Rest assured that every component of our furniture is made to last, with fittings zinc coated for rust resistance and long life. Assembling your new furniture is a breeze with our easy-to-follow instructions, and when not in use, simply fold and store it away until the next time the sun shines.

As the weather heats up, why not go for ultimate relaxation outdoors with our **Fern Living Ripley 4-seat** set with its luxurious and lush cushioned chairs offering both your comfort and pleasure whilst relaxing in the sun? Experience the beauty of outdoor dining with Ripley which embodies strength and durability. With a rust-free lifespan, the lightweight yet sturdy aluminium frame is coated with a wood-like finish, eliminating the need for regular upkeep. Our furniture is designed to provide ultimate comfort with seat and back cushions, while the weather-resistant and easy-to-clean table tops feature a wood-like appearance that enhances the overall aesthetic.

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Turn your outdoor room into a beautiful get-together living space with our **Fern Living Kielder Lounge Set** which is practical, comfortable, stylish and perfect for large families or outdoor entertaining with friends. Our luxurious Kielder set comes in an earthy colour brown palette emitting both sophistication and elegance whilst fitting seamlessly into nature. Crafted from durable and strong FSC acacia wood, Kielder is designed to stand the test of time! What's more, all the fittings are zinc coated, ensuring rust resistance and a long-lasting life.

For smaller and more intimate get-togethers on a patio or a balcony, the **Fern Living Brimham 2-Seater** will create a cosy corner, where you can entertain your guest or spend some quality time with a loved one in the open air. Brimham is a beautiful piece of furniture with a sleek, geometric design and a muted colour palette. It is made of steel, glass and handwoven rattan, which makes it lightweight, strong and weatherproof. This compact Bistro set is perfect for enjoying relaxed drinks and snacks in smaller spaces.

Social hotspots and al-fresco dining

Get ready to be the ultimate host! Picture yourself being the centre of attention while you take your summer drinks and BBQs to the next level with this stunning outdoor bar. The **Fern Living Thornton BBQ Set's** unique U-shape is specially designed to hold up to a 6-burner BBQ in the centre, making it a functional and stylish addition to your outdoor space.

The set is a perfect blend of bold, chunky rattan and wood-effect panelling, giving it a look that is both distinctive and refined. With its perfect height for guests to stand or sit, this open bar encourages socialising, making it an ideal choice for hosting parties. And the best part? All the materials used in this set are weather-proof, from the aluminium to the wood-effect panelling and season-proof cushions. So, no matter the weather, you can enjoy your outdoor bar and entertain guests all year round.

Darren Craven, Furniture Buyer at British Garden Centres said: "Our exclusive Fern Living garden furniture offers a stylish and functional way to enhance your outdoor space this summer. With their high-quality materials and modern designs at an accessible price, you can create a welcoming al-fresco setting for relaxing and entertaining and elevate your outdoor living experience."

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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

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