



4th November 2024

Have a very merry Fern Christmas with British Garden Centres

British Garden Centres is delighted to unveil its stunning Fern Christmas range for 2024. This year's collection, exclusive to the family-run garden centre group, celebrates traditional Christmas charm, featuring a wide range of decorations, trees, and lighting options to transform homes into festive havens.

Introducing Fern Christmas

The Fern Christmas range offers a diverse selection of products to suit every taste and style. Highlights of the collection include shatterproof baubles are the perfect way to adorn your tree. Choose from a dazzling array of colours, sizes, and styles: classic elegance with **Timeless Red, Silver, or Gold** baubles in various sizes, or embrace the latest trends with our stylish **Gingham, Winter, Mistletoe, Woodland, Mulled Wine, and Sugar Plum** baubles.

Or why not embrace the traditional with Fern's Christmas elegant **Metal Wire Tree**? Its minimalist frame, decorated with red, green, and gold baubles or an ice-white theme, is topped with a glittering star, adding a touch of festive magic to side tables, windowsills, or shelves.

Create a winter wonderland with our stunning Christmas trees

Fern Christmas offers a range of realistic Christmas trees featuring advanced needle technology. These 3D needles, moulded after real tree branches, provide an authentic look and feel. The **Sherwood Pine, Ashdown Fir, Thetford Spruce, Epping Fir, Snowy Windsor Spruce, Snowy Exmoor Pine, Kielder Pine**, and more are popular choices for those who want a magical point in the home. These trees not only look incredible but are also easier to decorate. Our Snowy and Frosted trees are perfect for minimalist or statement-making decor and transform rooms into winter wonderlands. Pre-lit trees, like the Kielder Pine and Sherwood Pine, offer hassle-free setup and illumination.

Complete your festive display with our beautiful accessories like our **Kielder Garland and Wreath**, which will bring a smile to everyone's face with our adorable Santa and Angel figurines and provide a stylish base for your tree with our grey-washed willow tree rings.

Let there be light!

No Christmas display is complete without lights. Whether you're looking to light up your tree or decorate your garden, the brand-new **Fern Christmas Lighting** range offers a stunning selection of lights for the Christmas period.



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Fern's **Tree Lights**, designed specifically for Christmas trees, feature 2.5cm between bulbs, providing a fuller, brighter appearance than standard string lights. **Cluster Lights**, with their bright, densely packed bulbs, add a magnificent glow to any display, whilst our **String Lights**, boasting 57m of lights and an extra 8m of lead cable, are perfect for decorating hard-to-reach spots like windows, trees, and hedges.

Fern's **Icicle Lights** create a mesmerising 'falling snow' effect, with three adjustable speeds to choose from. Battery-operated lights, weatherproof and fully portable, are ideal for brightening up hard-to-reach spots like windows, bannisters, trees, and hedges.

Easy, safe, and stylish

Fern's Christmas collection offers a delightful blend of quality, safety, convenience, and expert guidance from our cheery team in-store, making it the ideal choice for your festive season. Our products in the Fern Christmas range are meticulously crafted using premium materials, ensuring durability and timeless beauty that will grace your home for years to come.

With shatterproof baubles, you can rest easy knowing that your Christmas decor is safe for families with young children and curious pets. Our user-friendly trees are effortless to assemble, disassemble and decorate, saving you valuable time during the busy festive period. Our knowledgeable staff are always ready to offer expert advice and personalised recommendations to assist you in creating a stunning Christmas display, whatever your interior tastes.

A festive experience for all at your local British Garden Centres store

Beyond the stunning products that make up the Fern Christmas collection, British Garden Centres offers everything you could need to enhance the Christmas shopping experience. Customers can seek expert advice from knowledgeable staff, enjoy indulgent treats in our on-site restaurants and cafes, and even book festive workshops and events.

Amy Stubbs, Project and Development Manager at British Garden Centres said: "This Christmas season, our exclusive brand Fern Christmas invites you to experience a magical day with our collection of festive decorations perfect for your home. With our expert advice and personalised service at your local British Garden Centres store, creating your dream Christmas display has never been easier."



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ENDS:

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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 65 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 funded 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 65 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

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