



18th September 2025

British Garden Centres launches Christmas with new campaign and even more exclusive festive products

British Garden Centres is officially launching Christmas 2025 on September 19th, inviting customers across the UK to step into a world of festive wonder. With 73 centres nationwide, the group is transforming its spaces into immersive Christmas destinations, filled with sparkling decorations, exclusive product ranges, and joyful experiences for the whole family. This year's campaign, themed "Light Up Your Christmas with British Garden Centres," promises to deliver more magic, more style, and more festive cheer than ever before.

The 19th marks the start of Christmas at British Garden Centres at its flagship store, Brigg, as our teams unveil the festive displays they've been working on. Over the coming weeks, centres across the country will launch their Christmas wonderlands, with an official ribbon-cutting to celebrate, shared on our social media channels, so everyone can join in the excitement.

We know it feels early, but planning ahead means less stress and more time to enjoy the most magical season. Visiting now gives customers the chance to explore inspirational displays, gather ideas and snap up favourites before the rush.

Our online Christmas range goes live from 1st October, with teasers continuing across our channels. From 1st November, our Christmas advert launches – the destination for everything you need to make this the most wonderful time of the year.

Discover the 2025 themes

This year's Christmas collection introduces two brand-new decoration themes, Mystical Dreams and Glam, alongside returning favourites such as Woodland, Sugarplum, Mulled Wine, and Iced Gingerbread. Mystical Dreams evokes a sense of enchantment with soft lilacs, icy blues, and shimmering silver accents, while Glam brings bold elegance with rich golds, blacks, and deep jewel tones. These new additions join a lineup of styles designed to suit every taste, from traditional gingham and gingerbread to modern metallics and whimsical woodland creatures.

Each centre will showcase these themes in beautifully curated displays, helping customers visualise how they can bring the magic home. Whether decorating a cosy cottage or a contemporary flat, British Garden Centres offers inspiration and products to match every aesthetic.



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Fern Christmas and Lighting

The group's own brand, Fern Christmas and Lighting, returns with an expanded range of festive favourites and exciting new additions. Customers will find pre-lit artificial trees in a variety of sizes and styles, from classic green to frosted finishes. LED string lights are available in warm white, vintage gold, and multicoloured, with new Firefly and Berry Lights adding a fresh glow to indoor and outdoor spaces.

Fern's festive range also includes battery-operated ornaments, musical lanterns, neon flex décor, and animated characters that bring playful charm to any display. Dinosaur-themed tinsel, plush toys, and novelty decorations add a fun twist for younger visitors, while elegant wire lighting and rattan reindeer elevate outdoor setups. From inflatables to snow globes, crackers to baubles, Fern offers everything needed to create a cohesive and captivating Christmas look.

A one stop destination for Christmas shopping

British Garden Centres is more than just a place to buy decorations; it's a complete Christmas shopping experience. Customers can browse a wide selection of festive food and drink, including hampers, artisan treats, and seasonal beverages. Gift options range from candles and books to luxury toiletries and living presents like poinsettias and houseplants.

With over 1.5 million baubles, 43,600 trees, and 169,000 sets of lights forecasted to sell after last year's sales, the centres are well-stocked to meet demand. Each location is designed to make shopping easy and enjoyable, with clear signage, helpful staff, and festive music setting the mood. Whether picking up a few finishing touches or planning a full home transformation, visitors will find everything they need under one roof.

Magical events

British Garden Centres will host Christmas launch weekends across its locations throughout autumn, featuring ribbon-cutting ceremonies, exclusive previews, and festive entertainment. These events are designed to bring communities together and kick off the season with joy and excitement. Please check out our events page for your local centre's events dates <https://www.britishgardencentres.com/events/>

Families can look forward to a range of magical experiences throughout the season, including Santa's Grottos, Breakfast and Afternoon Tea with Santa, Baby and Toddler Breakfasts, and Paws & Claus events for furry friends. Each centre will offer its own calendar of activities, allowing visitors to create lasting memories with loved ones.



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Seasonal menus in cafés and restaurants will feature festive favourites, from mince pies to roast dinners, adding a delicious touch to every visit.

Amy Stubbs, Managing Director of British Garden Centres, said: “Our 2025 tagline, ‘Light Up Your Christmas with British Garden Centres,’ captures our mission perfectly. We want to brighten homes and hearts with festive magic, offering great value and unforgettable experiences. Whether you love classic or contemporary styles, British Garden Centres has everything you need to create memories and make every home shine.”

ENDS:

WORD COUNT: 771

Notes to Editors: British Garden Centres (BGC) is the UK’s largest family-owned garden centre group, with 73 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 1990 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 73 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, three growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody’s Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: www.britishgardencentres.com

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