24th November 2025

How to choose the perfect artificial Christmas tree with British Garden Centres

There's something special about the moment the Christmas tree goes up, as it marks the start of the festive season and transforms a home with instant warmth and sparkle. For many households, an artificial tree is the ideal choice, offering all the beauty of a real fir without the need for ongoing care, but remaining the focal point of the home. The team at British Garden Centres has put together some expert advice on how to select the best artificial Christmas tree for your home this year.

Measure your space first

Before you even begin browsing, measure both the height and width of the area in the room where your tree will stand. Leave enough clearance from the ceiling for your tree topper and ensure there's room to move around the base comfortably. British Garden Centres' collection of artificial trees is available in a range of shapes and sizes, from slim and compact styles ideal for small rooms or hallways to full and bushy centrepieces that make a grand statement.

British Garden Centres offers a wide range of artificial trees in their exclusive **Fern Christmas** range, designed to suit every home and budget. Here are the main types to look out for in your local centre:

Plain Trees

A timeless choice, these trees provide the perfect blank canvas for your creativity. Whether you prefer a minimalist Nordic look or a traditional palette of gold and red, a plain artificial tree allows you to create a design that reflects your own festive style. Examples from the Fern Christmas range include the Sherwood Pine Tree (5ft-8ft) with a classic natural look priced at £79.99, and the Ashdown Fir Tree (5ft-7ft) known for its rich and dense foliage at £69.99.

Pre-Lit LED Trees

For those who want to skip the time-consuming task of untangling fairy lights, pre-lit LED trees make decorating easy. The built-in lights are evenly spaced for a professional finish and include energy-efficient LED bulbs that stay cool and last for years. Many of our Fern Christmas pre-lit trees have multi-function settings to create the perfect festive atmosphere. One of our most popular is the Fern Christmas Sherwood Pre-lit Pine Tree, standing around 6ft to 7ft, is priced at £279.99and boasts beautiful integrated lights.

24th November 2025

Frosted & Snowy Trees

Frosted and snowy artificial trees have become a firm favourite because they instantly create a stunning, romantic "winter wonderland" aesthetic right in the home, capturing the beauty of a fresh snowfall without any mess. The white snow effect branches serve as a neutral yet effective backdrop that makes both colourful and metallic decorations pop brilliantly. Our Fern Christmas Snowy Kielder Pine Tree (£149.99) or the Sherwood Pre-lit Snowy Pine Tree (£279.99) have a beautiful snow-kissed quality, adding a magical winter touch to a room.

Quality makes a difference

A high-quality artificial Christmas tree should look realistic and last for many years. Pay attention to details such as branch texture, needle type, and the number of tips, as these features contribute to a fuller, more natural shape. Our Fern Christmas trees are crafted to mimic pine, fir, and spruce species to suit different decorating styles and preferences. Hinged branches make assembly quick, while sturdy metal stands offer stability throughout the holiday season.

Add the finishing touches

Once your tree is up, start by taking the time to fluff out each branch for an even, full appearance, which is crucial for the wow factor this Christmas. Then you can choose a decoration theme that ties in beautifully with your home's interior, such as our Woodland theme with its earthy tones and natural accents for a rustic feel, or the elegant Fantasy theme, which uses a luxurious blend of deep green and shimmering gold to evoke a magical, dreamlike atmosphere. Or why not go for the timeless charm of Traditional, with rich oxblood reds and royal blues for a nostalgic Christmas spirit. Finally, don't forget the finishing touch of a tree skirt or base cover to seamlessly complete the display.

Storage and reuse

One of the biggest advantages of choosing an artificial tree is that it can be used year after year. To keep it looking its best, store it in a cool, dry place away from sunlight when Christmas comes to an end, like a loft or garage. Many trees come with boxes, or you can opt for a purpose-made bag to protect them from dust and moisture.

Amy Stubbs, Managing Director at British Garden Centres, said: "Choosing the right Christmas tree is about more than just looks, it's about creating a warm and welcoming atmosphere for your home. Our Fern Christmas range offers something for every space and style, from classic plain trees to stunning pre-lit and pre-decorated options. We pride ourselves on helping customers find a tree that will bring joy and festive spirit for many seasons to come."

24th November 2025

Visit your local British Garden Centre to explore the full collection of Fern Christmas trees, lighting, and festive décor or shop online at www.britishgardencentres.com to find the perfect tree to brighten your celebrations.

ENDS:

WORD COUNT: 858

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

Cassie King
PR Officer
cking@britishgardencentres.com