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RHS CHELSEA FLOWER SHOW WELCOMES RHS LICENSEES TO 2026 EVENT



The RHS Chelsea Flower Show (19-23 May 2026) is the world's most famous flower show, attracting thousands of visitors and millions of TV viewers. It's also a showcase for many Royal Horticultural Society licensees and RHS-endorsed companies – and this year is no exception.

The RHS Chelsea Flower Show in London, set on the banks of the River Thames, aims to inspire, educate and excite visitors about horticulture. Those visitors range from gardening professionals to the garden-loving public – more than 150,000 of them each year, including over 21,000 visitors from overseas. TV and streaming audiences regularly top 2 million viewers per show enjoying extensive coverage on BBC2 and BBC iPlayer.

Which, of course, is a good reason for the licensees in the expanding – and multiple-award-winning – Royal Horticultural Society licensing programme to be there. It has announced that many licensees will be exhibiting both existing product lines and new launches at the show and, like the many gardens and displays at the RHS Chelsea Flower Show, will be bringing gardening to life in some very special ways.

Notable among these is **Freckleface Home Fragrance**. On its sixth consecutive year exhibiting at RHS Chelsea Flower Show, Freckleface is returning with an immersive new concept – a stand that will transport guests into an intimate, sensory escape inspired by the hidden spaces within the floral splendour of RHS Chelsea Flower Show. At the heart of the launch is Secret Garden, a new fragrance created for this year's show.

There's fashion too, thanks to the RHS collaboration with **Aspiga**, the award-winning sustainable fashion brand and certified B Corp, for the launch of a special capsule collection – now available at **www.aspiga.com** and at the RHS Chelsea Flower Show. It was created to honour two decades of Aspiga's commitment to nature, craftsmanship and timeless design. Drawing inspiration from the RHS Lindley Collections, which includes a world-renowned collection of botanical art, the Aspiga collection features pretty tea-dresses, statement scarves and chic separates.

Continuing the fashion theme is an RHS collaboration with womenswear fashion brand **Love & Roses** for the launch of a special 85-piece Love & Roses RHS spring-summer 2026 collection. Available since March exclusively at Next, the Love & Roses collection will also be showcased – and available to purchase via QR codes – at the RHS Chelsea Flower Show. The collection can be seen alongside an exclusive range of accessories available only at the RHS Chelsea Flower Show, including scarves, tote bags, a candle, beauty boxes and more.

Appropriately enough for a world-famous flower show, many RHS licensees exhibiting will focus on garden buildings and structures. One such is garden structures specialist **Agriframes**, which will highlight a design collaboration with the RHS for a zinc planter available in three sizes. It will complement and enhance the existing range of Agriframes zinc planters. The company's solid metal weather-resistant zinc planters are noted for a design that combines quality and affordability.

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Garden building maker **Breeze House** will present the only RHS-endorsed luxury garden gazebo. Developed with the RHS to be a beautifully refined retreat in which to experience a garden, it draws inspiration from the work of Gertrude Jekyll (1843-1932), who is admired both for her botanical art and for her groundbreaking garden designs. The new RHS Breeze House also incorporates distinctive designs from the **Sofas & Stuff** RHS fabric collections, inspired by the archives held in the vast RHS Lindley Collections of botanical art.

There's outdoor garden furniture too – in the form of the RHS by **Bramblecrest** collection inspired by some of the UK's most beloved Royal Horticultural Society locations – RHS Garden Wisley in Surrey, RHS Garden Bridgewater in Greater Manchester and RHS Garden Rosemoor in Devon. Underlining its UK craft and sustainability credentials, the Cotswold-based company is in the process of becoming fully employee-owned and is working with Ecologi, which plants a tree for every Bramblecrest set sold, with over 110,000 sets sold and trees planted to date.

Another highlight will be collaborations with greenhouse manufacturers, including the RHS endorsement of **Woodpecker Joinery** (WPJ), a family-owned British manufacturer of timber greenhouses, cold frames and garden buildings, as its licensee for the key timber greenhouse category. WPJ will be showing off the RHS Traditional Heritage Greenhouse range, which is made up of high-end greenhouses designed for the serious gardener.

Hartley Botanic will also be at the show, exhibiting its RHS-endorsed superior-quality, aluminium-framed greenhouses and glasshouses. **Plankbridge** meanwhile, will again show its skill as a designer and builder of contemporary shepherd's huts.

Atlantic Mats has followed the success of its Royal Horticultural Society (RHS)-licensed Ocean Mats, a washable indoor mat range of doormats and runners, and the Bloom collection of Coir doormats and runners with the launch at retail of a range of rugs 100 percent made from waste plastic bottles – simply called Recycled Rugs. They are available in three styles (Chrysanthemum, Antiqued Caption and Gold Rose). Atlantic Mats products are not only sustainably made but, with a design that uses RHS-supplied floral, geometrics and leaf patterns, they look wonderful.

For planting there will be the ever-popular, and RHS Award of Garden Merit-winning, RHS range of flower and vegetable seed ranges from **Mr Fothergills Seeds** and, with a neat twist on both sustainability and planting, **Willsow's** new RHS Wall Calendars – wall calendars with plantable paper inserts. Not only attractive and useful, these calendars also bring life to gardens, pots and window boxes each month with a different seed to plant. Willsow has also launched a vibrant collection of RHS peat-free seed balls designed to attract pollinators and bring your garden to life.

Gardeners will also want to see long-term RHS partner **Burgon & Ball**, the UK's longest-established manufacturer of garden tools and the only tool brand endorsed by the RHS, which will once again be showcasing its wide range of RHS endorsed tools and Gifts for Gardeners.

There will be some beautiful souvenirs too. Following the success of the Royal Horticultural Society (RHS) collaboration with **Sophie Allport** at the 2025 RHS Chelsea Flower Show, the homeware, kitchenware and accessories brand is returning to this year's show with a new RHS-licensed collection of memorabilia that celebrates the peaceful charm of the show, capturing a tranquil corner of the grounds in Sophie's signature hand-painted style.

And finally, if you want to drink the health of the RHS, show sponsor **Vranken Pommery** has produced another Waitrose Exclusive gift-boxed Champagne bottle, with this year's design featuring artwork from the latest RHS style guide utilising artwork from Gertrude Jekyll, while **Babylonstoren** is once again the official rosé of the RHS Chelsea Flower Show.

Cathy Snow, Licensing Manager, RHS, says: "From fashion and furniture to fragrances and fizz there's a lot to enjoy from our many licensees and collaborators at the world's best-known flower show – both in terms of diverse products and design excellence inspired by RHS design assets and the RHS Gardens. Visitors and RHS supporters at the RHS Chelsea Flower Show 2026 are in for a treat!"