

## **Dobbies launches heritage collection to celebrate 160 years**

Dobbies Garden Centres is marking 160 years of helping British gardeners to grow, with the launch of a new heritage collection, designed to celebrate the brand's rich legacy while inspiring a new generation of gardeners.

Paying tribute to its origins as 'Dobbie & Co', a seed merchant founded in 1865, the limited-edition range draws on the business's archive to create a contemporary collection with historical resonance.

Central to the collection is a bespoke green and white floral print, selected by Dobbies customers from a curated shortlist of designs. The pattern features original illustrations and a signature from a 1906 Dobbie & Co seed catalogue, tying the collection firmly back to the company's roots.

Available in store and online now, the collection spans both lifestyle and gardening products, reflecting Dobbies' focus on garden living. In the gardening range there are ceramic pots, as well as a specially selected range of bulbs and heritage seeds, that have a long legacy in British gardening.

The home range features the heritage design on a range of items including a cushion, throw, mug, coaster, candle, diffuser and tote bag.

Speaking about the collection, **Dobbies' Head of Brand, Kirsty Rockey**, said: "As we mark 160 years of helping British gardeners to grow, we're proud to celebrate our heritage and the legacy of Dobbie & Co with this exclusive new gardening living collection. The design is really timeless and beautiful, which we feel our customers will love."

### **About Dobbies**

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh. This year Dobbies celebrates 160 years of helping British gardeners to grow.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.