



## **Dobbies continues investment in London as it opens third little dobbies in the capital**

Dobbies Garden Centres opened the doors of its Richmond little dobbies today (November 4 2021), as it continues the roll-out of the new concept stores across the country.

Located at 54 George Street, this is the third little dobbies to open in London and the fifth in the UK, following Westbourne Grove, Chiswick and Clifton which all opened this year, and Edinburgh which opened in 2020.

The little dobbies stores have gone from strength to strength and Dobbies aims to continue this roll-out in 2022, with more stores in the pipeline.

The leading garden retailer continues to lead the market with 74 stores UK-wide, ranging from little dobbies to larger garden centres, with 4,000 employed across all stores across the country.

**Graeme Jenkins, CEO at Dobbies, said:** “Our little dobbies stores in Chiswick and Westbourne Grove have been well received by London customers, and we are proud to be able to further expand our offering in the country’s capital with this latest opening.

“The little dobbies stores were designed as a new way for customers to shop local, providing the same quality products Dobbies is known for in a more urban environment. The format is proving extremely popular with customers, and we’re looking forward to even further expansion in 2022.”

Customers visiting the new Richmond branch will have the opportunity to discover a carefully curated range of houseplants, as well as convenience and sustainable gardening products. Alongside core, high quality products, customers will also have the chance to explore home decoration and spa ranges, food gifting from Hotel Chocolat and Dobbies Signature range, as well as Christmas decorations and potted real trees.

Opening hours for little dobbies Richmond are Monday – Wednesday, 9am – 7pm; Thursday – Saturday 9am – 8pm; Sunday 10am – 7pm.

For further information, visit [dobbies.com](https://dobbies.com)

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### **Notes to editors**

#### **About Dobbies**

- Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.
- It is the UK’s largest garden centre retailer, with 74 stores, having bought 37 stores in 2019.
- The company employs around 4000 team members.

- It is privately owned by Midlothian Capital Partners Limited and Hattington Capital LLP.
- In the financial year to 1 March 2020 its revenue was £252m and EBITDA was £25m.