

Kent WILDFLOWER Seeds



Press Pack – Spring/Summer 2024

kentwildflowerseeds.co.uk

Kent WILDFLOWER Seeds

For five generations, the Denne family, who own and run Kent Wildflower Seeds, have nurtured a deep connection with the landscapes of the Kent countryside. Diversifying their agricultural seed merchants into wildflower seed production in 2019, they harvest seed from established wildflower meadows and cultivated strips across Kent and the southeast.

Making their Chelsea debut with a stunning Lindley display which aims to redefine the role of wildflowers in modern gardens, it's the first time a wildflower nursery has exhibited in the Great Pavilion and the first time Kent Wildflower Seeds have exhibited at an RHS show.

Collaborating with garden designer Tabi Jackson Gee and model and garden enthusiast Amelia Windsor to illustrate how to pair edimental and medicinal wildflowers with herbs and vegetables for a range of nutrient-rich edibles, their display also features an original large-scale wildflower artwork, commissioned in partnership with Somerset based organic fragrance maker Ffern (ffern.co).

“We want to show gardeners that wildflowers are beautiful but also productive plants. They can be integrated into both formal and naturalised garden planting schemes to benefit people and wildlife, without disrupting the existing aesthetic.”

Charlotte Denne, Kent Wildflower Seeds

Kent WILDFLOWER Seeds

Launching a new range of seed collections at Chelsea which are designed to inspire gardeners to incorporate single species of wildflowers into their established planting schemes, rather than scatter mixed seeds to create a meadow aesthetic, this product launch brings with it a fresh new eco-conscious look and feel for their seed packets which are printed in the southeast of England on FSC certified, recyclable paper.

Doffing their hats to creative partners Ffern, Charlotte and her team are also proud to announce the launch of a collaborative seed collection of fragrant wildflowers, designed to bring delicate notes of honey and sweet almonds to garden borders.

Their new seed collections are currently exclusively available at kentwildflowerseeds.co.uk, Ffern's flagship store in Carnaby, London, and from their stand in the Great Pavilion at RHS Chelsea Flower Show.

For more information, image requests or to discuss becoming a stockist, please contact: charlotte@kentwildflowerseeds.co.uk

Follow us on Instagram: [@kentwildflowerseeds](https://www.instagram.com/kentwildflowerseeds)

Kent WILDFLOWER Seeds

NEW SEED COLLECTIONS



Edimental Wildflowers – *Musk-mallow, Field Scabious and Cornflower.*

Harvest the fresh blooms of these vibrant wildflowers to brighten salads or provide decoration for cakes and drinks. Petals can be frozen in ice cubes, mixed into icing, or dried and used in herbal tea blends.

Other seasonal seed collections in the range currently include: *Butterfly Food Plants, Bee Garden Wildflowers, Wildflowers for Seed-Feeding Birds, Wildflowers for Soil Health, Kitchen Garden Wildflowers, Edible Leaves, Cottage Garden Wildflowers, Low-Growing Wildflowers, and White Border Wildflowers.*

100% NATIVE WILDFLOWER SEED MIXES



Bright Cornfield Wildflowers – Species include: *Corncockle, Corn chamomile, Cornflower, Common poppy and Corn marigold.*

Producing a riot of colour for one flowering season the annual wildflower species in this mix are packed full of nectar-rich blooms and are ideal for filling gaps in garden borders.

Other seasonal seed mixes in the range currently include: *Edimental Wildflowers, Naturalised Wildflower Border, Wildflowers for Window Boxes and Containers, Wildflowers for Bees and Butterflies, and Cottage Garden Wildflowers.*

SINGLE SPECIES



Common Vetch – *Vicia Sativa.*

Producing numerous, small, purplish-pink flowers that resemble those of a low-growing 'sweet pea', common vetch is a sprawling, nitrogen-fixing wildflower which can support the growth of nitrogen-hungry vegetables, such as rhubarb and kale, in kitchen garden planting schemes.

Other seasonal native seeds in the range currently include: *St John's-Wort, Black Medick, Kidney Vetch, Wild Red Clover, Cowslip, Oxeye Daisy, Cornflower, Agrimony, Bird's-Foot-Trefoil, Common Poppy, Meadow Vetchling, Meadow Buttercup, and Tufted Vetch.*

COLLABORATION WITH CREATIVE PARTNERS FFERN



Limited edition native seed collection inspired by organic fragrance maker Ffern's seasonal eau de parfum.

Scent your garden borders and patio pots with this collection of delicately fragrant and nectar-rich wildflowers, which also offer shelter and forage for small insects throughout all four seasons.

Includes: *Meadowsweet (Filipendula Ulmaria), Musk-Mallow (Malva Moschata)* and *Lady's Bedstraw (Galium Verum).*

Kent WILDFLOWER Seeds

For more information, image requests or to discuss becoming a stockist, please contact: charlotte@kentwildflowerseeds.co.uk

Follow us on Instagram: [@kentwildflowerseeds](https://www.instagram.com/kentwildflowerseeds)

kentwildflowerseeds.co.uk