



**The She Grows Veg Chelsea Gold Medal Winning “Edimental” Exhibit comes to The RHS Hampton Court Palace Garden Festival 2024
Location: Floral Marquee FM158**



We are the UK's new heirloom seed company, [She Grows Veg](https://www.shegrowsveg.com), we sell beautiful edible veg, fruit, tree and plant seeds to customers in the UK.

The Inspiration for our Exhibit:



She Grows Veg Basket vs Still Life with Fruit and Oysters, Abraham Mignon

We think edible plants are beautiful. Renaissance painters portrayed humble vegetables and fruits as worthy of being a focal piece for fine art. This was the inspiration for this exhibit and we have given this idea a modern twist, presenting these wonderful edibles as aspirational and desirable.

We see seeds as the route to the best and most inspiring ingredients. Within our exhibit, there are a diverse range of edible plants at every stage of the life cycle; from seed to harvested produce.

Our Exhibit



Our exhibit will feature beautiful gilt frames with stunning curations of veg within them. Floral designer to the stars, [Hazel Gardiner](#) will be helping us to create the exhibit.

Our Seeds

We are delighted to be selling our seeds at Hampton with much of our range coming to the show!

Our Selfie Frame

Our frame was a huge hit at Chelsea and will be back for Hampton! Members of the public will be able to step into the frame and become part of the art.



We had some wonderful visitors in our frame at Chelsea including Joanna Lumley, Mary Berry, Paul Hollywood, Trinny Woodall and Rob Brydon.



THE HEIRLOOM SEED COMPANY

Thanks for stopping by!

Scan the QR code below to access our digital press pack. In there you'll find press releases, photos and info about our business and seeds.



Alternatively, email us
info@shegrowsveg.com

Lucy & Kate X



#wegrowveg



WWW.SHEGROWSVEG.COM

Our New Company

Our company was founded by Kate Cotterill and Lucy Hutchings. Since its launch in November 2023, She Grows Veg has been making waves in the seed market with its range of over 150 open pollinated heirloom seed varieties that promise the most beautiful, unique and delicious veg, fruit and flowers that can be grown at home - perfect for the ardent gardener, kitchen novice or experimental cook.

Lucy says, “our shared passion for growing veg has led us to create the She Grows Veg brand and we are so excited to have this opportunity to speak to other keen gardeners and plant-lovers at The RHS Chelsea Flower Show about our heirloom seeds and how to grow them. We are also hoping to persuade new gardeners to grow food and experienced growers to make more space for edibles in their gardens.”

“Recent years have seen a rise in the numbers of people taking an interest in growing their own and we’re keen to show that growing and cooking with unique and delicious produce doesn’t need to be complicated,” Kate adds.

She Grows Veg are doing things differently in the seed market with:

- An entirely heirloom range
- New rare varieties never available before in the UK
- Beautiful seed packets
- QR codes on the back of every packet taking customers to a how to sow and grow video
- No catalogue printing and entirely compostable seed packets and packaging
- 100% commitment to peat free and organic principles

For interviews, images or samples contact Nikki Whiteford on 07733 261843 or email nikki@nicolawhitefordpr.com