

Flowers on the Edge Creative take on flowers in June and September



Flowers on the Edge 2025 (Image Credit: Tilly Wace)

Flowers on the Edge returns for 2026, announcing an ambitious programme that is part exhibition, part campaign, part community-building initiative. This year's programme spans two important milestones, moving from a collaborative conversation starter in June to a large-scale public showcase in September.

Founded by florists Cissy Bullock (Wildstems) and Olivia Wilson (Wetherly), the creative floristry platform seeks to push the boundaries of what people expect from floristry, and to spotlight those who have committed to working seasonally and sourcing responsibly year-round – celebrating season-led floristry as a serious and growing movement within the industry.

The programme lineup represents some of the most exciting, boundary-pushing florists working in the UK today, including: Jam Jar, Pyrus, Liberty Lane, Millefleur, Fiona Pickles, Leigh Chappell, Joanna Game, Botanical Tales, Layla Robinson, Daisy Zoom, Flower Appreciation Society, Thistle by Nature, Kidge Flowers, Bria Studio, and Flower & Press.

2026 programme



NOT SALAD, Flowers on the Edge 2025 (Image Credit: Tilly Wace)

The 2026 edition places an emphasis not only on a group of fiercely talented creatives but also celebrates the generous community spirit that sits at the heart of floristry. By pairing established florists with a new generation of emerging designers Flowers on the Edge 2026 shines a spotlight on an industry that, at its best, is collaborative, generous and built on shared knowledge.

Flowers on the Edge sits within a broader cultural movement toward provenance, seasonality and material awareness that is already well established in food and fashion – and makes the case that floristry isn't behind, it's just been overlooked.



L: Mille Fleur Tablescapes, R: Kidge Flowers Tablescapes

18 June 2026 – The Launch: The Florists' Table

More than a one-off dinner, The Florists' Table aims to create space for creatives, artists, designers, growers, makers and cultural thinkers to come together, sit among the flowers, and exchange ideas across disciplines.

Like the Arts & Crafts movement before it, season-led floristry prioritises craft, material honesty, sustainability, and human connection at a time when people are questioning the impact of unchecked industrialisation. Flowers on the Edge exists to place season-led floristry firmly within that conversation: spotlighting the extraordinary artistry emerging within a historically overlooked sector.

September 2026 – The Destination: Strawberry Hill House

The collaborations sparked in June will culminate this September as Flowers on the Edge co-curate the Strawberry Hill House Flower Festival with Flowers at the House. This landmark exhibition will see the 15 florist duos take over the Gothic Revival rooms of Horace Walpole's villa, creating large-scale installations that respond to the architecture of the house and the fleeting beauty of the late-summer harvest.

"We want to celebrate these floral designers at the cutting edge, and shine a spotlight on an area of the creative industries that we think remains overlooked."

– Cissy Bullock, founder, Wildstems

“At a time when everything feels artificially and digitally generated, we want this event to be a celebration of something real. A real experience in real time, with real flowers connected to the seasons and the real people who are creating with them – literally before your eyes.”

– Olivia Wilson, founder, Wetherly

The designers



L: Daisy Zoom

Jam Jar Flowers, South London

A premier floral design studio specialising in large-scale installations, luxury events and weddings, JamJar is a vocal champion of the UK's cut-flower industry, working extensively with British-grown seasonal stems to bring high-concept, sustainable artistry to the heart of London.

Pyrus, East Lothian, Scotland

Founded in 2011 by Fiona Inglis, Pyrus is a botanical design studio and 'living philosophy' rooted in a Victorian walled garden. With a sculptural, emotionally led approach, Pyrus harvests every stem with purpose, creating evocative works that honor the movement, fragrance, and 'imperfect poetry' of the natural world.

Liberty Lane, The Cotswolds

Founded by Jen Evans in 2016, Liberty Lane creates thoughtful, atmospheric designs inspired by the shifting English landscape. Known for her deep appreciation of the fleeting nature of beauty, Evans also co-founded GAIA, a sister company producing handmade ceramic vessels designed specifically for sustainable floral mechanics.

Millefleur, The Cotswolds

A creative studio that weaves life and joy into weddings across the UK and Italy. Drawing from hedgerows and waysides, Millefleur's compositions dance between the untamed and the artfully designed – achingly delicate works that allow light and air to move through twisting, gestural stems.

Fiona Pickles, West Yorkshire

A pioneer of the British flower movement, Fiona Pickles is a floral artist and educator known for her dramatic works of art. Her practice is one of alchemy – transforming foraged materials, overlooked waste, and even the earth itself into powerful, texture-driven installations.

Leigh Chappell, London & South Wales

The founder of the Strawberry Hill House Flower Festival, Leigh Chappell's practice is rooted in her upbringing on the Gower Peninsula and a background in Botanical Illustration and Graphic Design. Driven by a lifelong passion for the natural world, she creates evocative designs that connect the observer to the coast and the rhythmic beauty of the landscape.

Joanna Game, Dartmoor

A floral artist inspired by nature, Joanna Game's practice is a lifelong devotion to the seasonal abundance of the Devon landscape. After a career in nursing and years of designing for large-scale London events, she transitioned to working exclusively with British-grown and self-cultivated blooms.

Botanical Tales, Devon

Led by artist Bex Partridge, Botanical Tales explores the intersection of nature and storytelling through the medium of dried flowers. Specialising in ethereal, everlasting installations, her practice invites a deeper connection to the everyday by marrying the indoor world with the cycles of the garden.

Layla Robinson, The Welsh Borders

An artist and author who combines foraged nature with everlasting blooms grown in her own garden, Layla's work uses flowers as a universal language to deliver subtle messages on human-nature relationships. A regular at the Chelsea Flower Show, her

contemporary and evocative art was recently chronicled in her 2025 book, *Everlasting Blooms*.

Daisy Zoom, London & Hong Kong

A practice influenced by the contrast between subtropical cityscapes and temperate meadows, founder Daisy embraces the honesty of imperfect growth – often incorporating fruits and vegetables into her work to challenge conventional standards of beauty and rediscover the artistry in the everyday.

The Flower Appreciation Society, Hackney, London

Founded over a decade ago, this thriving East London studio is defined by a deep-rooted connection to its community and the environment. By transforming a disused Hackney backyard into a vibrant urban cutting garden, the society nurtures its own seasonal blooms, allowing for a signature wild and natural aesthetic. Its work, ranging from brand collaborations to large-scale installations, celebrates the character found in the untamed: bendy stems, frilly petals, and the imperfect beauty of garden-grown flowers.

Thistle by Nature, Gloucestershire

Thistle by Nature is a floral design studio founded by Emma Thistlethwaite in 2017, working from a green Gloucestershire valley on projects both locally and beyond. Inspired by the narrative potential of seasons, Thistle by Nature draws on themes of plant-lore, traditional uses of plants and natural rituals.

Founder Emma Thistlethwaite is a strong advocate for British grown and seasonal movement, and through her design studio, introduces elements of the unexpected to highlight the storytelling power of plants.

Kidge Flowers, London

A London-based floral design studio specialising in imaginative and unstructured arrangements, Kidge's work is driven by a philosophy of joy, creativity and connection. Founder Katie draws inspiration from the shifting elements of the natural world, sculpting beautiful, textural, statement florals for weddings, brands and bespoke events. Rooted in sustainable practices, her designs seamlessly combine nature and artistic expression.

Bria Studio, Northumberland

Founded by Stuart Fenwick – a fourth-generation fiddle player and the son of a hill shepherd – Bria Studio's work is deeply shaped by its founder's roots in Berwick-Upon-Tweed and a decade of floristry across Edinburgh and London. Now operating from a 42-foot narrowboat, Stuart channels a passion for sustainability and community into his practice. His approach pairs a profound connection to nature with local produce, resulting in a truly distinct and grounded floral aesthetic.

Flower & Press, London

A design-led, sustainability-focused studio led by Isabel Hudson, Flower & Press is celebrated for its natural and thoughtful aesthetic. Inspired by the rhythm of the changing landscape, the studio creates seasonal floral experiences for private clients, brands, and hospitality spaces. At the heart of the practice is a dedication to British flowers and low-waste methods, often creatively repurposing blooms into bespoke pressed flower artwork and stationery.

Notes to editors

Event details

The Florist's Table - *official debut of the Flowers on the Edge 2026 designer pairings*
Thursday 18th June 2026, MKII, 71-75 Powerscroft Road, E5 0PT

[Afternoon: 3-5.30pm £30](#)

Live installation, panel with designers

[Evening: 6.30-10pm £120](#)

Dinner, panel, Q&A with designers

Strawberry Hill House Flower Festival

September 2026

Location: Strawberry Hill House & Garden, Twickenham.

Featuring: 30 individual creations of established and emerging British floral designers.