

Clothing designed
for the love
of gardening.

MAD
ABOUT
LAND
GARDENWEAR

"Wherever nature
works there will
be beauty"
WILLIAM MORRIS

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MAD ABOUT LAND

GARDENWEAR

Press Pack



**“Wherever nature works
there will be beauty”**

WILLIAM MORRIS

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At Mad About Land, we're passionate about gardening, and passionate about the soil – the feeling of living soil between the fingers, the smell of the earth after the rain. There's a reason why working with your trowel in the garden feels so good – we're reconnecting with the earth, reconnecting with that essential part of us which is born of the land.

Mad About Land is a collaboration between FreshBritain and the Madresfield Estate. Inspired by a love of gardening and a love for the land. Inspired by the journey towards a more regenerative way of gardening and farming. Inspired by the murals of Henry Payne in Madresfield Chapel, and the work of William Morris and his colleagues of the Arts and Crafts movement, who instilled into everything they created a love of nature, and a passion for craftsmanship, beauty and purpose.

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Tom Massey

Award-winning garden designer, author of RHS Resilient Garden and featured designer on BBC Two's Your Garden Made Perfect. Tom has been consulting on the development of our new range of outdoor apparel, designed by gardeners for gardeners.



Fanny Nilsson

Fanny runs her own landscape and garden design studio near Oxford, working across London and the South East. She creates spaces that become more beautiful over time – celebrating traditional craft, natural gardening techniques and things that are made to last.



Lulu Roper-Caldbeck

Lulu is a London-based garden designer working on both residential and commercial gardens. She collaborates closely with architects, interior designers, and property developers to create a wide range of outdoor spaces, from intimate courtyard gardens to expansive roof terraces.

The Mad About Land Urban Partnership

The Mad About Land Urban Partnership exists to promote the benefits of gardening to anyone and everyone.

During the darkest days of the pandemic we found solace in gardens and gardening. As we returned to the land we returned to the humanity and humility of gardening.

Wherever you garden – big or small, old or young, Chesterfield or Chelsea – if you have soil, you are a gardener and we are Mad for you. We love you.





RHS Urban Show

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Product Lookbook

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Product Shoot

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Thank You