



at RHS Chelsea Flower Show 2024



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With a focus on bringing the best of *sustainable British craftsmanship* together, The Soho Lighting Company will showcase their *elegant* indoor and outdoor lighting collections for the first time at this year's *RHS Chelsea Flower Show*. Expect exciting product *innovations* and the launch of a new collaboration with Historic Royal Palaces in a sustainably designed stand, colour curated by Edward Bulmer of plant-based Edward Bulmer Natural Paint, plus wallpaper by Cole & Son and fabrics from GP&J Baker.

LEE LOVETT, FOUNDER & CREATIVE DIRECTOR OF THE SOHO LIGHTING COMPANY COMMENTS:

“Long heralded as the ‘haute couture’ of British garden design, The RHS Chelsea Flower Show is iconic. We believe that lighting has the power to transform our outdoor spaces, giving beautiful landscaping, planting and design the opportunity to shine and, as such, we are honoured to be invited to take part in this year’s show.”

Stand Design Concept

Located at Stand No.211 Pavillion Way, the Soho Lighting stand will be brought to life by Cornish environmental garden designer Tom Hughes, who will be sustainably planting a natural and mindful design, creating an aesthetically beautiful and exciting visitor experience.

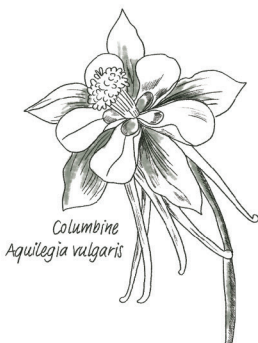
Renowned colour expert Edward Bulmer of Edward Bulmer Natural Paint has colour curated the stand with his beautiful natural plant-based paints including Fawn, Saxony and the aptly verdant Royal Grass Green; these shades form the perfect backdrop for our lighting, sockets and switches. We are also delighted that the stand will feature great British brands GP&J Baker and Cole & Son, with fabric and wallpaper designs from their own established Historic Royal Palace collections.

GP & J Baker's Queen's Garden Velvet

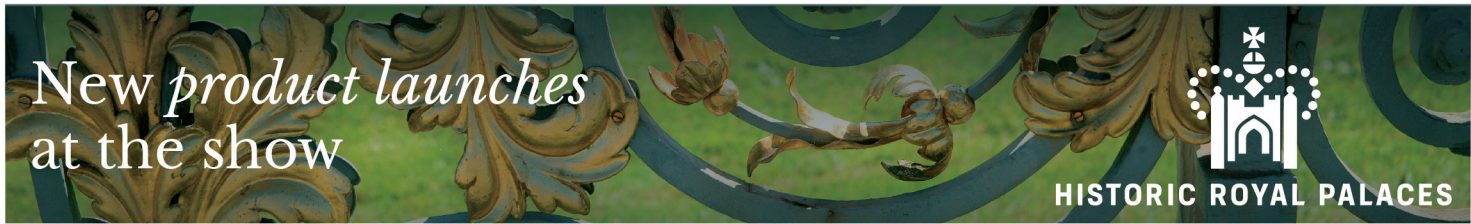


Cole & Son's Verdure tapestry

Edward Bulmer's Saxony



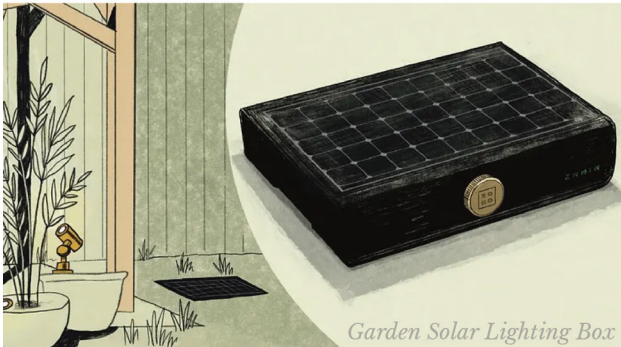
Ramona Jones aka @monalogue is a digital creator whose cottage garden has garnered her a huge following. Her book, *Escape into Cottagecore*, explores her love of nature and finding joy in nature's restorative power. Tom has taken inspiration from Mona's garden in his planting plan for our stand and we are delighted to help Ramona create more magic in her garden with our new solar lighting collection, which launches at the flower show.



In collaboration with Historic Royal Palaces, Soho Lighting will be launching the Royal Collection, which takes inspiration from the palaces; extracting the essence of a pattern, an artefact, a finish, a switch, socket or light to create a highly prestigious and much sought after collection to reflect the history and character of the palaces. Within the collection, Soho Lighting will explore and launch all aspects of lighting within this framework, including indoor and outdoor lighting, switches and sockets.



Historic Royal Palace Switch



Garden Solar Lighting Box

Continuing the brand's sustainable credentials, Soho Lighting will also be showcasing their new-to-market Garden Solar Lighting Box, powered by Enkin technology. An innovative solar battery system, which can run multiple outdoor lights, it replaces the current market offering of solar lighting with a short lifespan that regularly burns out and needs to be disposed of. The Garden Solar Lighting Box features a state-of-the-art solar battery system that offers a long-term, environmentally responsible exterior lighting solution. This innovative solar powered system is ideal for those who reside in period properties with strict regulations around garden wiring, who can now enjoy sustainably considered exterior lighting.

The Chelsea Outdoor Lighting Collection

Our Chelsea Collection – comprising The Spike, Step, Directional Spot, Up & Down and Uplighter Floor Light - is handcrafted in the UK from solid brass, and soon to be available in marine-grade steel. It is water immersible with an IP68 rating, plus, due to its low voltage, it's kind to nocturnal wildlife. You will be able to run our full Chelsea collection from traditional wiring or our via our new, innovative Solar Garden Lighting Box, which launches later this year.



The Chelsea Spike Light
Chelsea IP68 spike light 24v dc
4000k with 2 metre cable
FROM: £189.98



The Chelsea Directional Spot Light
Chelsea IP68 solid brass
traditional spot light 24v dc
3000k with 3 metre cable.
FROM: £189.98

About The Soho Lighting Company

In 2017, after struggling to find the right lighting for her own renovation projects refurbishing historical buildings in London, founder Lee Lovett saw an opportunity to create beautiful lighting, switches and sockets that were inspired by period properties yet made for modern living.

Focusing on lighting that elevates and enlightens, is reliable and responsibly made, she set up The Soho Lighting Company, creating superior lighting solutions enabled by innovative technology. Soho Lighting brings together the best of British talent and a considered approach to creativity.

PRESS CONTACT:

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