

ILEX STUDIO

PRESS RELEASE

For Immediate Release

Chelsea Flower Show 2025

Ilex Studio at RHS Chelsea Flower Show 2025 - Stand number EAE517.

London - Ilex Studio, known for its nature-inspired designs, is excited to showcase its products for the first time at the RHS Chelsea Flower Show 2025. Founded in 2018 by Ed Spurr and Amy Hall Browne, Ilex Studio creates products that celebrate the beauty of nature. This year, they will feature the Acorn Vase and Avocado Vase.

Acorn Vase and Avocado Vase:

The Avocado Vase and Acorn Vase, Ilex Studio's best-known products, both feature a minimalist, timeless, and functional design that allows you to observe the early stages of plant growth. The Avocado Vase simplifies the traditional method of growing avocado seeds, eliminating the need for toothpicks and using an opening to cradle the seed, keeping it dry as it sprouts. Its spherical form supports free root growth and stabilization, while the specially designed magnifying glass lets you observe root development clearly.

Similarly, the Acorn Vase offers a beautifully innovative way to witness an acorn transform into an oak tree. The oakling can thrive in the vase for up to a year, deriving essential nutrients from the acorn before being replanted outside. Ideal for urban dwellers, nature enthusiasts, and design lovers, these vases bring the magic of nature into the home, fostering future generations of trees.

About Ilex Studio:

Ed Spurr and Amy Hall Browne founded Ilex Studio in London in 2018. Their designs are inspired by nature, particularly the intricate forms of leaves. They aim to create products that encourage people to connect with nature. Their work combines beauty with functionality, promoting both environmental responsibility and artistic expression.

Quotes:

Ed Spurr explains, "The Acorn Vase reflects our respect for all plant life, including the roots beneath the soil. Inspired by London's majestic oaks, we created a product that helps people engage with nature and understand the growth process of these trees."

Ed Spurr adds, “Our mission is to inspire people to plant, nurture, and value plants and trees, with the Avocado Vase and Acorn Vase allow you to use an everyday seed to grow a magnificent plant. We love plants, especially trees. With our vases, we encourage people to grow a tree from a seed they can find in their everyday life—an acorn in the park or an avocado seed kept from an avocado toast. We say, ‘Grow it, don’t throw it!’”

Visit Us at RHS Chelsea Flower Show 2025:

Join Ilex Studio at the RHS Chelsea Flower Show 2025 to see our innovative products and learn about our commitment to sustainability. Visit us at the top of Eastern Avenue, **stand number EAE517**.

For press inquiries, please contact:

info@ilexstudio.com

Follow Us on Instagram:

[@acornvase](https://www.instagram.com/acornvase)

[@avocado_vase](https://www.instagram.com/avocado_vase)

Note to Editors:

High-resolution images and video clips are available upon request. Please contact info@ilexstudio.com for more information or to schedule an interview with the founders.

“Study nature, love nature, stay close to nature. It will never fail you.”
— Frank Lloyd Wright

ACORN VASE







ACORN VASE:

- + 10 x 10 cm / 4 x 4 inches
- + borosilicate glass
- + packed in a presentation box
- + 36-page instructional handbook
- + available in clear and 11 colours

Image credits:

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AVOCADO VASE







AVOCADO VASE:

+ 15 x 15 cm / 6 x 6 inches

+ borosilicate glass

+ 36-page handbook

+ available in clear and 11 colours

Image credits:

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