



**The Newt**  
in Somerset

Nana korobi ya oki: The Newt in Somerset and Niwaki unveil an inspired gardening collection

Embodying the spirit of nana korobi ya oki (七転八起) — the Japanese proverb meaning “fall down seven times, stand up eight” — The Newt in Somerset and Niwaki have teamed up to create a thoughtfully curated collection of gardening tools and apparel. This collaboration, which encourages gardeners to “Grow Slowly,” celebrates resilience, patience, and the belief that failure is an opportunity for growth.

Available online, at Niwaki’s Chiltern Street store, and at The Newt in Somerset from 2 May 2025, the collection showcases a selection of Niwaki essentials cross-pollinated by The Newt’s gardening team and Niwaki. The result is a highly collectable set of gardening gear that reflects both brands’ commitment to refined utility, blending horticultural expertise with Japanese craftsmanship.

Jake Hobson, founder of Niwaki, shares his thoughts on the collaboration: “We approach our tools with the same care and attention to detail that The Newt has given to their spectacular site,” says Hobson. “This collaboration marries Niwaki’s pursuit of quality and durability with a touch of English country garden whimsy, resulting in an especially desirable collection for those who share our passions.”

Atsushi Hasegawa, Creative Director at The Newt in Somerset, adds: “We’re long-time admirers of Niwaki at The Newt and our gardeners use their wonderful tools every day. It’s been a joy to work on this collaboration, weaving a shared thread of Japanese sartorial history and tradition into this practical, stylish and covetable collection for the modern British gardener.”

The collection:

**The Newt x Niwaki Samue Jacket (£189.00)** – Made exclusively by Niwaki for The Newt, this Japanese work jacket takes inspiration from traditional samue (meaning “work clothes”) and would make a fine addition to the wardrobe of gardeners and non-gardeners alike.

**The Newt x Niwaki Hori Hori + Canvas Sheath (£38.00)** – A versatile Japanese gardening tool for digging, weeding, and planting bulbs. Engraved for The Newt in Somerset and accompanied by a custom canvas sheath, this trowel is a must-have for garden enthusiasts.

**The Newt x Niwaki Higurashi Secateurs (£65.00)** – These drop-forged carbon steel secateurs are perfect for pruning, houseplants, and cut flowers. Presented in a co-branded box, they make a sophisticated gift for any gardener.

**The Newt x Niwaki Tool Bag (£28.00)** – A heavy-duty, weatherproof canvas bag that can be worn as a belt pouch or shoulder bag. It comfortably holds both the Hori Hori and Higurashi Secateurs, offering a practical and stylish solution for gardeners on the go.

This exclusive collaboration will be available online at [niwaki.com](https://niwaki.com) and at Niwaki Chiltern Street, and at [thenewtinsomerset.com](https://thenewtinsomerset.com) and The Newt in Somerset from 2 May 2025.

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- Notes to Editors:

High-resolution images are available on request.

#### About The Newt in Somerset

The Newt in Somerset is a working 'farm with rooms', recently awarded Three Michelin Keys in the Michelin Guide's inaugural selection of the world's most extraordinary hotels. With 2,000 acres of land, much of which is used for arable and livestock farming, its 30 acres of formal gardens are the main draw for some 200,000 visitors each year. The gardens were shaped over the last two centuries by successive enthusiasts and some of horticulture's most significant names, including Penelope Hobhouse and Nori and Sandra Pope, whose experiments with colour delighted visitors in the mid-1980s. Today's visitors can enjoy garden-to-table menus, horticultural courses and masterclasses, fresh produce in the shops and botanical treatments in the spa, along with an annual programme of talks, seasonal workshops and events led by The Newt's knowledgeable team. The estate's ethos is to combine traditional practices with modern facilities and thinking, farming in a circular way that gives back to the soil. Livestock and crops regenerate each other to create a balanced ecosystem. Everything is rooted in a deep respect for the land and all creatures living on it.

#### About Niwaki

Founded by Japanese cloud pruning expert Jake Hobson and his wife Keiko, Niwaki brings the best of Japanese design to gardeners, craftspeople, chefs and homemakers from Kyoto to London, Tokyo to Los Angeles, and beyond. Niwaki's diverse range of Japanese tools, knives and other gear is united by practicality, durability and style. Our focus on refined utility delivers products that help you complete – and enjoy – the task at hand.