

All the flowers of the tomorrows are in the seeds of today

A fresh look at dried flowers from Gone to Seed



Dried flowers have been enjoying a renaissance as people look for alternatives to fresh bouquets and arrangements, and it has inspired one Wiltshire online florist, Gone to Seed, to take a fresh look at dried floral arrangements.

Their speciality is vibrant arrangements and bunches that look natural and last for years not weeks. The eye-catching arrangements are styled to look fabulous in all areas of the house, from bedrooms to hallways and kitchens to drawing rooms. From pretty door wreaths to large floral arrangements, there is something for everyone.

It all started when owners, Luke and Elly Collings had their wedding cancelled during lockdown not once but three times! They gave up and invested their wedding fund in an old telephone exchange, opting for a smaller winter wedding. The telephone exchange is now a flower drying barn and studio, and the downs of Wiltshire is their foraging ground. They have joined up with flower farmer, Chloe Young, in Lincolnshire to grow their own blooms and embrace the term, grown not flown.

Elly says, “There are so many enormous pluses for dried flowers. We don’t expect that people would replace fresh flowers in their homes, but for those living in town who are not in residence permanently or have guest rooms that are not always in use, these flowers present a wonderful timesaving opportunity as a ready-made arrangement that can be moved around the house.”

There is more too! Those with allergies can enjoy real flowers because the pollen is no longer present, so these flowers make a great eco alternative to faux flowers. A visit to the studio will show you that these flowers are delicate, vibrant and simply beautiful. Luke is a recycling expert and has saved tonnes of HiFi equipment, instruments and many other things from landfill and is heading up a division that will offer vintage and reclaimed vases, urns and other imaginative ways to display the flowers and be sustainable.

Look out for the pretty baskets, urns and recycled glass vases and bottles on **gonetoseed.co.uk** when you shop for flowers.

There is a pick your own flower stand ... it really is the ultimate experience in dried flower shopping! ■



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