

The image is a full-page advertisement for Ivyline. It features a dark blue background. On the left, a large brass floor lamp with a wide, shallow bowl-shaped shade and a spherical inner reflector stands on a tripod base. In the center, two potted plants sit on a dark wood table. The plant on the left is a snake plant in a tall, orange, cylindrical pot with four small legs. The plant on the right is a peace lily in a shorter, orange, cylindrical pot with four small legs. The Ivyline logo is centered at the top in a white box, and the tagline is below it. At the bottom, contact information is provided.

IVYLINE

INSPIRED COLLECTIONS FOR THE HOME & GARDEN

WWW.IVYLINEGB.CO.UK 0844 800 2214 #MYIVYLINE





about us

At Ivyline we create contemporary accessories for the home and garden. Founded in 1976, our dedicated team works passionately throughout the entire production process, from initial design to eventual dispatch. Our ethical product range is designed with love in our UK studio and comprises everything from fire pits and candles to planters, plant pots and everything in between.

Spanning over four decades, our company history means we've established strong relationships with many audited factories and supply chains from around the world. As a result, we're a go-to brand for retailers looking to capture their customers' imaginations with high-quality, on-trend and sustainable products that stand out from the crowd.

Whether you're an independent start-up, an established online retailer or a growing garden centre (no pun intended), we are sure our lifestyle collections will inspire you to come along with us...





our categories

We're experts in inspirational products for the home and garden. From indoor planters and candles to outdoor pots and fire bowls, you can rest assured that you're investing in the highest quality, on-trend lifestyle products across the following categories...



Indoor planters

Natural basket planters

Cacti & terrariums

Candles

Fireside Accessories

Outdoor planters

Firebowls

Water features

Outdoor Candles

Home & Christmas



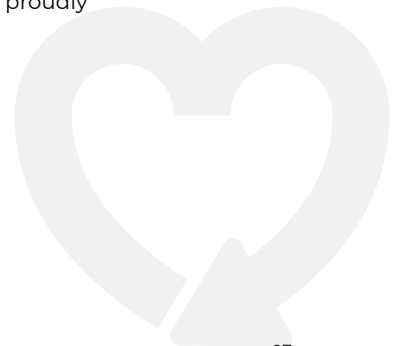
big on sustainability

Sustainability is at the heart of everything we do. Not only are we passionate about fairtrade, but we're also members of the Supplier Ethical Data Exchange (Sedex). This means that all of our supply chain and business practices are ethical and responsible.

We pride ourselves on carefully nurturing our supply chain, as well as our core team and customer base. Each individual and corporation we deal with is treated with fairness, honesty and integrity.

We also only work with factories that hold BSCI and SMETA accreditation. This means that all workers involved in the entire production process are fairly paid and officially protected by workers' rights legislations.

Many of our products are eco-friendly, with our design team using sustainable materials including recycled glass and bamboo. Since 2020, we've been fully committed to reducing all single-use plastic packaging from our supply chain. We also proudly highlight whenever a product is 100% recyclable.



designed by us

Just for you. Whether it's a specific range you're looking for or you're open to creative ideas, we'll create a custom range exclusively for you. Our bespoke service is a popular way to set your catalogue apart from competitors, not to mention lure your customers in with something truly unique...



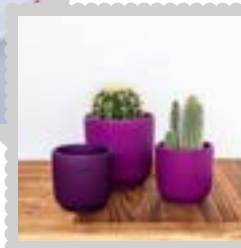
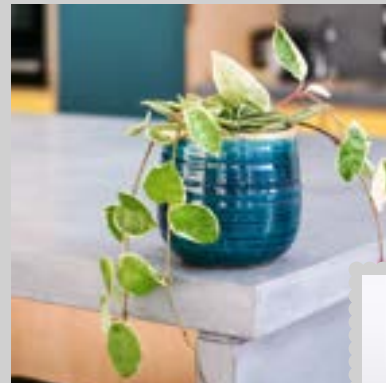


consultation

We value your needs. That's why we'll set up an initial meeting with you at the beginning of our collaboration. Together, we'll carefully discuss your brand values and requirements so that we can successfully execute your desired results. After this stage, you can relax and leave the rest to us.

concept

We craft the perfect concept. After our consultation, our design team work on creative mood boards, further developing your ideas into something concrete and unique. Keeping you in the loop throughout, we'll also carry out detailed trend forecasting to make sure your custom collection is both on-brand and trend-led.



delivery

We launch. Once our design team has developed and manufactured your custom collection, we'll present the final designs to you. This is one of the most rewarding parts of our collaboration, where your original ideas are translated into fast-selling retail products that will truly delight your customers.

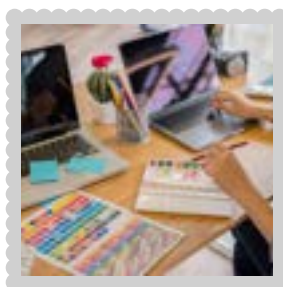
case study: outdoor living



"It was a huge honour for us to create this custom range of fire pits for John Lewis. Each one was designed in our UK studio and the response to the collection was overwhelming. We're thrilled!"

Scott Thomas, Managing Director

One of our recent custom projects was to design a bespoke collection of modern fire pits for the leading high-street retailer, John Lewis. Here's a little insight into our collaboration...

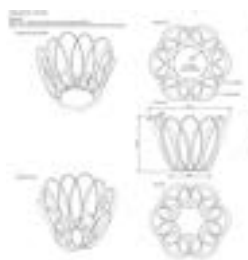


consultation

We began the process as we always do with an initial client consultation, discussing their requirements and the styles currently dominating the market. After this, we were in a good position to create a collection that would truly stand out.

brief

Since many fire pits retailing today are generally traditional in style, the client desired a modern range that would mark a new direction for the market; unique designs that would appeal to their customers with a competitive price point.



design

Taking inspiration from the RHS Chelsea Flower Show, we designed a contemporary range of fire bowls modelled from rust with selected designs shaped like plant silhouettes. We started with many designs, eventually honing them down into a refined capsule edit.

outdoor living



successful launch

Presenting the range to John Lewis was a huge success. We'd kept the client updated with regular meetings so that they could comment on the design and price point throughout the process. The finished range went down a storm.

in stores

Before we knew it, the bespoke collection of fire bowls was ready to hit John Lewis stores nationwide. Seeing the products retail both in shops and online was a truly rewarding experience for both ourselves and the client.



results

The client was so pleased with the final outcome, noting how smooth the process had gone and how we'd properly understood their needs. They also highlighted how flexible and easy we were to deal with. It was truly our pleasure.

interview

John Lewis' Outdoor Living Buyer discusses her take on our collaboration, from design through to delivery...

Q: What were you looking for with this custom project?

A: We wanted to source a completely new look of fire pits that differed from others on the market. Most fire pits on the market tended to be very traditional and classic in appearance, so it was a challenge figuring out a look that was more modern, yet still acceptable to the consumer. Price was also very important, as higher spec products will always be more expensive.

Q: Why did you choose Ivyline to design the fire bowls?

A: Ivyline had previously launched the Iyyliving fire bowl range, so they were a supplier who already had the factory base in place. Their prices were also good, and their minimum order quantities were reasonable.

Q: How did the process go? Were you satisfied with the collaboration?

A: It was a smooth process. We had regular meetings and updates, which meant we were able to comment on the design and price throughout.

Q: Were you satisfied with the designs? Did they match the brief and moodboards?

A: Yes. We started with a few designs before honing them down, which was great. It was also helpful to have a price architecture.

Q: What's the biggest reason you'd recommend Ivyline?

A: Ivyline were easy to deal with throughout. We felt like they truly understood what we wanted.

Outdoor Living Buyer, John Lewis



Loved by end users

"Great item. Looks lovely in my home."

Michelle from King's Lynn, GB (Brushed Steel Tidy Set)

"Very unusual and stylish, and a very good price. I'd looked at other websites offering the same product."

Natalie, Verified Buyer, from Nr Barrow-Upon-Humber, GB (Hammered Bowl)

"Design is contemporary and just what we wanted but couldn't find anywhere else."

Charlotte, Verified Buyer, from Willingham Lincoln, GB (Fibre Clay Fire Pit)

"Gorgeous 3 pot set that looks just as good as in the photos- I love them and arrived with loads of protective packaging - awesome!"

Joanne, Verified Buyer, from Poole, GB (Monza, Vintage Blue)

"As described, excellent quality and packaging. Thank you. It's just what I wanted."

Janet from Paignton, GB (Hexagonal Terrarium)

"A top quality product that looks great. Classic look with a contemporary edge."

Ben, Verified Buyer, from Chester, GB (Fire set Round)

"Very happy with the red tree skirt. It finished the tree off nicely. Super-fast delivery."

Would highly recommend to all."

David, Verified Buyer, from Exeter, GB (Christmas Tree Skirt, Red)



loved by retailers

joules

 National
Trust

 PATCH

 QVC

Farthing 

next

Notcutts
Helping gardeners since 1897

 ENGLISH HERITAGE

CROCUS

 BURFORD

 Royal
Horticultural
Society

THE CONRAN SHOP

GRAHAM & GREEN 

 CLIFTON
NURSERIES

 houzz

 JOHN
LEWIS
& PARTNERS

LAKELAND

 BLUE DIAMOND

A M A R A
LIFE • STYLE • LIVING

Houseology 

 WAITROSE
A PARTNERS

 contemporary spaces

wayfair
a million things home



 ocado
The online supermarket

DOBBIES

AUDENZA
OFFICIAL LICENSED JOHN FERRIS & FERRIS

URBAN OUTFITTERS





our promise



OUR SERVICE

We're fully committed to serving you. Our state-of-the-art warehouse operates tirelessly, while our dedicated team work hard to deliver your orders within your preferred timeline.



OUR DEDICATED SUPPORT

We're here for you. Whether you're having trouble with an order or simply have a query, our dedicated support team are always happy to help.



OUR WARRANTY

We provide total peace of mind by including warranties on selected lines. Keep an eye out for our signature warranty stamp.



*let's discuss
your project*

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