

PlantforLife launches the Colour Me, Colour My Garden campaign for summer

Submitted by: The Red Consultancy

Monday, 13 July 2009

TV's fashion expert Mark Heyes teaches us our true colours for the garden
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When it comes to fashion, clashing colours and clever colour combinations can say a lot about people and their personality, but does the same apply when we choose our plants? PlantforLife has teamed up with TV's fashion expert and celebrity stylist, Mark Heyes plus gardening's hottest designer Chris Collins to advise on how to choose the right colours to suit you and your garden. The 'Colour Me Colour My Garden' campaign demonstrates how you can apply classic colour fashion rules to an outdoor space and garden.

New research from PlantforLife released today shows that 80% of people admit their moods are affected by colour in their garden, yet more than a fifth wished they could be braver and have the confidence to experiment with colour. When it comes to fashion, 41% of women agree that wearing the right colour can make or break an outfit. We'd all like to know a bit more about which colours to wear, with 31% of women admitting they play it safe when it comes to colour.

Celebrity stylist and TV fashion expert Mark Heyes comments "Colour plays a big role in people's lives especially when thinking about the clothes they wear. It is often used to lift or reflect a person's mood and personality but how can people get this right unless they know the colours that truly suit them? Most people fall in to one of four colour personalities each with its own distinct palette. Once you've got your colour palette cracked you can start projecting your true personality and colours!" Colour Me Colour My Garden helps people to identify which colour personality they are, which colours work for them and how they can plant their true colours.

People are more colour savvy and confident when it comes to fashion compared to planting. More than a quarter (27%) admit that choosing the right colours is key and nearly a quarter (24%) experiment with new styles and colours in their wardrobe. Yet when it comes to their garden, it's a different story:

- 92% agree colour is important
- Yet, 76% admit they don't think about the colour combinations
- 22% wish they could be braver and experiment with different colours
- A fifth (20%) admit to playing it safe with colour
- More than a quarter (28%) are envious of other people's colourful gardens

Celebrity plantsman Chris Collins comments, "Knowing how to combine your best colours can really give a personal touch to your garden and make your hard work say a lot more about who you are! Colour in the garden can also create drama and effect whilst benefiting the environment too. A border of colourful plants is perfect for attracting birdlife and insects and plays a vital role encouraging key pollinators such as bees which can help with the reproduction of flowers."

To discover your gardens true colours visit www.plantforlife.info/colour and download the Colour Me

Colour My Garden guide for free.

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For images, interviews or further information please contact:

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Notes to editors:

- Market research conducted in may 2009 by One Poll. 2,000 people were interviewed.
- PlantforLife was launched in 2004 by the Horticultural Trades Association (HTA), with the aim of helping people make the most of their gardens.
- The HTA is the trade association for the UK gardening industry. It is dedicated to helping develop the industry and its member businesses, including most garden centres and other garden retailers, growers, landscapers, manufacturers and service providers.