

*Green is the colour...  
World's End Nurseries,  
Chelsea*

World's End Nurseries

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## World's End Nurseries

The King's Road has seen more than its fair share of fashion fads over the years, but with nearly four decades of trading under its belt, this Chelsea nursery is something of timeless classic. Established by James Lotery in 1972, and now managed by James' son Janson, the nursery occupies an enviable one-acre site, making it one of the largest of its kind in central London (although as a retail nursery none of the stock is actually raised on site).



The ivy covered entrance archway with its naively painted sign is something of a local landmark and invites visitors to enter a green and pleasant world. Beyond the arch, the ambience is deceptively rustic – in fact the nursery is very much geared to the needs of the city gardener. With year-round interest at a premium in the concrete jungle, hardworking evergreens, in a variety of guises, are a mainstay here. Elegant bay and box lollipops, spirals and pyramids confer instant formal structure to the city garden but, proving that the London gardener can have his cake and eat it, there are also flowering evergreens such as camellias, ceanothus and rhododendrons to provide seasonal splashes of colour. Olive trees are bestsellers here and there's a good show of lavenders for optimistic Londoners hoping to recreate the south of France closer to home. Indoor gardeners are well served too. Sheltering in the warmth of the glass house are tender orchids, fuzzy leaved African violets, gaudy Guzmanias, spiky cactus and fragrant pelargoniums. The nursery cat snoozing in the warmth, is also a regular feature of the glass house.

It's not just the postcode that's chic, the nurseries' clientele is as fashionable as the locale – although Janson is far too discreet to name drop. He and his team are down-to-earth and welcoming and their prices reasonable. As well as selling plants, the nurseries can plan, plant and maintain your

garden and they offer a free consultation and design service, tackling anything from rock stars' herb gardens to council house balconies. Their experienced gardeners are used to negotiating front door access only gardens (and the acres of cream carpet that inevitably lie in between). For clients who insist on getting their hands dirty, the nursery sells a practical range of plant care materials, from compost to pesticides and fertilisers. Janson's top tip is "anything can grow in a pot – as long as the pot is the right size" and to this end, he stocks a wide selection of containers, including some handsome imported Italian terracotta pots. There are also quirky bits of garden sculpture, trellising and troughs. His other bit of advice ("don't expect the rain to water your plants") can be heeded by simply purchasing a watering can.

*World's End Nurseries  
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*Open: Mon-Sat 9.00-18.00; Sun 10.00-17.00*