

HAZEL GARDINER

Floral Designer

Agent: [Sophie Laurimore](#)



Hazel Gardiner is a London based floral designer and gardener. After surviving a rare cancer diagnosis in 2007, she left a career in television production to launch a vintage retail and events company. Her commercial knowledge and natural skills in creative direction and marketing ensured this was a quick success.

In 2016, wanting to explore further her love and instinct for gardening, she re-trained in floristry. Hazel Gardiner Design was founded shortly after and has established its own creative narrative with a signature style that merges fresh, silk, and dried materials. This distinctive combination of floral storytelling and sustainable design methods has led to work with high-profile clients including Nike, Liberty, Elemis, Matches and SpaceNK. The company works on brand events, retail installations, campaigns, editorials, floral content creation and a select number of weddings.

Hazel is passionate about promoting diversity in floristry and has written, or been featured in, articles for the Telegraph, British Flower Association and The Florist on this subject. Hazel was selected to represent the floral design industry by the RHS for their online career hub where she shared the story of her career path. This has continued in her work with initiatives such as Future Gardeners and the Us Programme where she offers both floristry and business training.

CREDITS

TV/Radio/Audio:

Dom Delivers, 2021, BBC One

The One Show, 2021, BBC One

Botanical Brouhaha, 2021 (Podcast)

The Show, Sheerluxe, 2020 (YouTube)

Indie Roller Business Podcast, 2020

Kirstie's' Handmade Christmas, participant, Channel 4, 2018

SO OTM with Gemma Cairney, guest, BBC Radio1 Xtra, 2012

Twiggy's Frock Exchange, participant, BBC, 2008

Honours, Accolades & Achievements:

ASOS and Prince's Trust, Get into Fashion programme, Business Mentor, 2012-2013

ASOS Summer School, Business Lecturer, 2012

Nominated | Google and Enterprise Nation 'Best Use of Social Media', 2010