

NYBG NEW YORK BOTANICAL GARDEN



130+ YEARS AS A CULTURAL ICON

FOUNDED IN 1891, THE NEW YORK BOTANICAL GARDEN (NYBG) IS ONE OF THE GREATEST BOTANICAL GARDENS IN THE WORLD AND THE LARGEST IN THE UNITED STATES.

Its beautifully diverse landscape, extensive collections and programmes in horticulture, education, and science give it a grand distinction.

The Garden has an immense library of over 750,000 rare books and floral plates dating back to the twelfth century which can be leveraged for licensing and the programme continues to blossom around the globe.

In 2025, Reiss launched their 62-piece collaboration with NYBG for womenswear and girls in 30 markets across the World. US partner, Tea Forte launched their seventh assortment of botanical flavours, "Demoiselle" and Cotton:On created an NYBG apparel collection. Jewellery label, Alex + Ani launched earrings with another collection launching in time for the annual NYBG Holiday Train Show.

In 2026, European NYBG partners will launch new collections in fashion, apparel, stationery, stationery accessories, window treatments and giftware, including a DTR with a large German retailer.

Proceeds from sales of licensed products support the Garden's work in plant research and conservation, horticulture, and education.



1M+
VISITORS
ANNUALLY

\$30M
ESTIMATED ANNUAL
RETAIL SALES

550K+
SOCIAL MEDIA
COMMUNITIES

OPPORTUNITY FOR LICENSING

APPAREL / ACCESSORIES / STATIONERY / GIFTWARE /
HEALTH & BEAUTY / HOMEWARE / FOOD & DRINK

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