

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, alongside scientific work spanning 79 countries, 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 2026, European partners launched products in market and internationally; Reiss launched their second collaboration with NYBG for womenswear in 30+ markets across the World, Liberty of London have begun to launch the first of their NYBG inspired fabrics and Blinds2go has launched their blinds and curtains on platforms in the UK, US and Australia. German bookstore group, Thalia, launched two large giftware ranges and Paperblanks has launched their first collection of notebooks and stationery.

In the US, there were many significant new launches; notably GreenRow created an extensive homewares collection and made over a beautiful cottage at NYBG and streetwear brand, Sprayground, launched a backpack and bags collection at NYBG, including a pop up store on site. NYBG products can be found in over 5,000 Retail Doors across 4 Continents.

In 2027, European NYBG partners will launch further collections in fashion, apparel, stationery, health & beauty, bath towels and robes, jewellery and giftware.

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



1.3M+
VISITORS
ANNUALLY

\$30M
ESTIMATED ANNUAL
RETAIL SALES

1M
SOCIAL MEDIA
COMMUNITIES

OPPORTUNITY FOR LICENSING |

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

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