

# What's on

Our guide to the top 12 things to do during Belgravia in Bloom. Discover more at [Belgraviavillage.com](https://Belgraviavillage.com)



**Vote for your favourite display**  
19 - 24 May

Take part in a public vote for the best floral installation at [Belgraviavillage.com](https://Belgraviavillage.com). The winner will be announced on Instagram [@Belgraviavillage](https://Belgraviavillage.com) on Tuesday 26 May.



**Take a selfie with the installations**  
18 - 24 May

For a chance to be featured on our socials, tag [@Belgraviavillage](https://Belgraviavillage.com), [@ThePimlicoRoad](https://Belgraviavillage.com) and [@Motcomb\\_Street](https://Belgraviavillage.com) in your [#BelgraviainBloom](https://Belgraviavillage.com) photos.



**Explore Belgravia**

Visit our shops and restaurants at their prettiest time of year, across Belgravia Village, The Pimlico Road and Motcomb Street.



**Enjoy late night shopping**  
19 May

Soak up the sun for a little bit longer whilst late-night shopping in Belgravia on 19 May as retailers stay open after hours.



**Tomtom Coffee special menu**  
18 - 28 May

Tomtom will be launching a vibrant summer menu with floral-inspired dishes and refreshing drinks, celebrating the season's colour, freshness, and uplifting flavours.



**MG&Co. scent-filled collaboration**  
18-24 May

MG&Co. is partnering with C. Atherley for a scented takeover featuring pelargoniums, a pop-up, engraving, and a bespoke botanical shopping experience.



**Morena special menu items**  
18-24 May

Morena will be offering honeycomb ice cream with fairy dust and orange blossom matcha.



**Chelsea Textiles**  
18-24 May

Chelsea Textiles will be holding a special promotion on its exquisitely hand-embroidered Tree of Life cushions.



**Les Senteurs**  
18 - 24 May

All customers buying a full-sized product in-store during Belgravia in Bloom will receive a complimentary gift with purchase sample bag.



**Cubitts**  
18 - 24 May

Enjoy a free limited-edition cloth by artist Sarah Woodfine at Cubitts' Elizabeth Street store, available while stocks last.



**Bonadea's sensory journey**  
18 - 24 May

In celebration of Cire Trudon's UK launch of an enchanting Figuerie collection, Bonadea invites guests to embark on a sensory journey through the world of Trudon fragrance.



**Activities at Pepa London**  
18 - 24 May

Throughout the week, younger visitors are invited to enjoy thoughtfully curated colouring activities and will receive beautifully presented biscuits to take home.

Step into a world of floral fantasy at Belgravia in Bloom, returning from 18 to 24 May. Now in its 11th year, this much loved neighbourhood flower festival invites visitors to explore 'Fairy Tales in Belgravia', a magical theme brought to life with showstopping floral displays inspired by nostalgia, imagination and other worldly charm.

Expect enchanted forests, whimsical fairies and iconic storybook characters transforming the streets of Belgravia into a spellbinding floral trail.

Don't forget to tag [@Belgraviavillage](https://Belgraviavillage.com), [@ThePimlicoRoad](https://Belgraviavillage.com), and [@Motcomb\\_Street](https://Belgraviavillage.com) in your [#BelgraviainBloom](https://Belgraviavillage.com) photos



Vote for your favourite floral display from 19 - 24 May

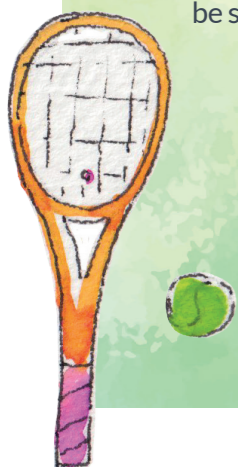


## Wimbledon in the Yards

Don't miss Wimbledon in Eccleston Yards this June & July!

The Wimbledon Tournament will be shown on the big screen from 29 June - 12 July.

Find out more at [Belgraviavillage.com](https://Belgraviavillage.com) [@Belgraviavillage](https://Belgraviavillage.com)



*Fairy Tales of Belgravia*  
18 to 24 May 2026

**Belgravia Village**  
LONDON

# Belgravia



Neill Strain Floral Couture  
Location: Motcomb Street

Tinkerbell  
by Moses Stevens  
Location: Elizabeth Street

Peter Rabbit's Vegetable Garden  
Moses Stevens  
Location: Eccleston Yards

The Pimlico Road, Motcomb Street, Eccleston Yards and Elizabeth Street are all within 15 minutes walking distance of each other, and just five minutes from Victoria, Sloane Square and Knightsbridge tube stations.

Here are the Belgravia brands taking part in Belgravia in Bloom with floral displays, special offers, events and more...

## BELGRAVIA VILLAGE

- |                                    |                           |
|------------------------------------|---------------------------|
| amie wine studio                   | Papouelli                 |
| atis                               | Peggy Porschen            |
| Beam                               | Penelope Chilvers         |
| Beulah London                      | Pepa London               |
| Chestnut Bakery                    | Poilane                   |
| Cleo Belgravia                     | Sentire Pilates Belgravia |
| Cubitts                            | Sophie Breitmeyer         |
| Elizabeth Street Veterinary Clinic | Stullen                   |
| If Only If                         | Summerill and Bishop      |
| Joanna Wood                        | The Clermont Victoria     |
| Koub                               | The Elizabeth             |
| Les Senteurs                       | Tomtom Coffee House       |
| Loquet London                      | UNI London                |
| Morena                             | With Nothing Underneath   |
| NRBY                               | Weezie's                  |

## MOTCOMB STREET & SURROUNDING AREAS

- |                             |                 |
|-----------------------------|-----------------|
| ART Clinic                  | Rene Caovilla   |
| Harrys London               | Stewart Parvin  |
| Louise Kennedy              | The Hari        |
| New & Lingwood              | The Peninsula   |
| Neill Strain Floral Couture | Tissa Fontaneda |

## THE PIMLICO ROAD

- |                              |                          |
|------------------------------|--------------------------|
| Bertioli by Thyme            | MG&Co.                   |
| at Plain English             | OCHRE                    |
| Bonadea                      | PINCH                    |
| Chelsea Barracks             | Prince Arthur Belgravia  |
| Chelsea Textiles             | Roseberys                |
| Corston Architectural Detail | The Dining Chair Company |
| Cox London                   | The New Craftmaker       |
| Daylesford Organic           | The Odd Chair Company    |
| Edward Bulmer Natural Paint  | Tom Faulkner             |
| Flora Soames                 | Volga Linen              |
| Haynes Fine Art              |                          |

List of brands correct at the time of printing, please go to [belgraviavillage.com](http://belgraviavillage.com) for updates.