# Chelsea Flower Show 2025 sees reality stars eclipse royals amid fashion faux pas



The Chelsea Flower Show, a prestigious event in London's horticultural calendar, has undergone a significant transformation since its inception in 1912. Once graced by the likes of Queen Elizabeth II, the participating royal family members have notably dwindled over the years. In 2025, the event observed a striking shift, with reality TV stars and social media influencers outnumbering the royal contingent, which consisted primarily of King Charles III and Queen Camilla. This evolution raises questions about the integrity of an event historically focused on horticultural excellence and royal patronage.

Experts in etiquette, like Laura Windsor, have voiced concerns over the intrusion of celebrity culture into this traditionally refined setting. Speaking to MailOnline, she noted, “Celebrities taking the spotlight, as well as influencers getting in the way with their iPhones can just get too much for those who are more interested in admiring the scene.” The sentiment echoes a growing frustration among attendees, who lament the distraction posed by ubiquitous smartphones and the less-than-subtle attempts at garnering attention from social media platforms. The shift in demographic has been perceived not simply as a change in attendance but as a potential dilution of the event's classic charm.

Fashion, a vital component of the Chelsea Flower Show experience, has also fallen under scrutiny. Attendees often delight in showcasing their spring-summer wardrobes; however, the sartorial missteps at this edition were pronounced. While Queen Camilla’s leaf print dress aligned well with the floral theme, many celebrities failed to meet the occasion’s expectations. Styles ranged from Lady Amelia Windsor’s dark co-ord ensemble to Tasha Ghouri’s oversized flower crown, which, while intended to pay homage to nature, appeared over-the-top and out of context. Several outfits, such as those worn by Ferne McCann and Gemma Collins, were deemed ill-suited for this horticultural affair, prompting discussion about what constitutes appropriate attire for such a distinguished event.

The Chelsea Flower Show seeks to maintain a balance between elegance and practicality. Without an enforced dress code, attendees are advised to embrace smart casual styles featuring bright colours and floral patterns, steering away from overly casual choices that undermine the event's aesthetics. Yet, as reality stars increasingly dominate the guest list, the bar for appropriate attire seems to have lowered. Furthermore, juxtaposed against the unflattering outfits many celebrities opted for, the presence of royals is a reminder of the tradition that the event was built upon.

Despite the increasing celebrity influx, the essence of the Chelsea Flower Show remains rooted in horticulture. This year, the show continued to showcase innovative garden designs, including the 'No Adults Allowed' garden, which features contributions from local schoolchildren. Such initiatives aim to engage a younger audience, cultivating a love for gardening in future generations. King Charles' ongoing support for the Royal Horticultural Society and his personal involvement in recent editions reflect a commitment to preserving the event's original intent: fostering an appreciation for the art of gardening and floral beauty.

As the Chelsea Flower Show continues to evolve, there is a growing sentiment that it may need to recalibrate its cultural compass. Striking a balance between the allure of celebrity and the refined appreciation of horticulture could help ensure that this iconic garden show remains a beacon of tradition and beauty, rather than a transient stage for trendy influencers and their fleeting fame. As such, the dialogue surrounding proper etiquette and fashion may be more vital than ever, serving as a reminder that while the blossoms may change, the roots of elegance and decorum ought to remain steadfast.

### Reference Map

1. Paragraph 1: [[1]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
2. Paragraph 2: [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
3. Paragraph 3: [[1]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
4. Paragraph 4: [[1]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
5. Paragraph 5: [[3]](https://www.bbc.com/news/articles/cv22l5nw4epo), [[4]](https://www.royal.uk/news-and-activity/2024-05-20/the-chelsea-flower-show-2024), [[5]](https://www.telegraph.co.uk/royal-family/2024/05/20/king-charles-queen-camilla-tour-rhs-chelsea-flower-show/)
6. Paragraph 6: [[1]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
7. Paragraph 7: [[1]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.redonline.co.uk/fashion/fashion-news/a60854304/chelsea-flower-show-best-dressed/), [[7]](https://www.royalwatcherblog.com/2023/05/22/royal-family-at-the-chelsea-flower-show-2023-2/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/femail/article-14730919/Chelsea-Flower-loses-bloom-Royal-event-overrun-influencers-reality-stars-rose-thorns-fashion-stakes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - The article discusses the 2025 Chelsea Flower Show, highlighting the dominance of reality TV stars and social media influencers over traditional royal attendees. It notes that King Charles III and Queen Camilla were among the few royal representatives, with other celebrities' fashion choices often missing the mark. Experts emphasize the importance of discretion and focus on the display gardens, suggesting that the influx of celebrities and influencers may detract from the event's horticultural focus.
3. <https://www.bbc.com/news/articles/cv22l5nw4epo> - King Charles III and Queen Camilla attended the 2024 Chelsea Flower Show, marking the King's first visit since becoming patron of the Royal Horticultural Society. The royal couple toured various gardens, including the 'No Adults Allowed' garden designed by children from Sulivan Primary School. Queen Camilla also visited the Bridgerton Garden, inspired by the Netflix series, and revealed she had watched the first season.
4. <https://www.royal.uk/news-and-activity/2024-05-20/the-chelsea-flower-show-2024> - The King and Queen attended the 2024 Chelsea Flower Show, touring several displays at the Royal Hospital Chelsea. Their Majesties were joined by The Duke and Duchess of Gloucester. Notable displays included the RHS’s ‘No Adults Allowed’ Garden, designed by children from Sulivan Primary School, marking the first time a garden designed by children for children featured at the show.
5. <https://www.telegraph.co.uk/royal-family/2024/05/20/king-charles-queen-camilla-tour-rhs-chelsea-flower-show/> - King Charles III and Queen Camilla toured the 2024 Chelsea Flower Show, visiting the 'No Adults Allowed' garden co-designed by children from Sulivan Primary School. The Queen also visited the Bridgerton Garden, inspired by the Netflix series, and revealed she had watched the first season. The royal couple's visit highlighted their ongoing support for the Royal Horticultural Society.
6. <https://www.redonline.co.uk/fashion/fashion-news/a60854304/chelsea-flower-show-best-dressed/> - The article highlights the best celebrity fashion at the 2024 Chelsea Flower Show. Actress Daisy Edgar-Jones wore an all-white sleeveless dress by Khaite, paired with snakeskin stilettos. Retired athlete Jessica Ennis-Hill opted for a knitted two-piece ensemble. Other celebrities, including Bridgerton stars Adjoa Andoh and Hannah Dodd, showcased their unique styles at the event.
7. <https://www.royalwatcherblog.com/2023/05/22/royal-family-at-the-chelsea-flower-show-2023-2/> - The article details the Royal Family's attendance at the 2023 Chelsea Flower Show. King Charles and Queen Camilla were joined by The Duke and Duchess of Gloucester, Princess Alexandra, and Prince and Princess Michael of Kent. They toured various gardens, including the London Square Community Garden and the Samaritans’ Listening Garden, and attended a private reception before departing.