



## ELEVATE THE OUTDOORS: HOW TO EMBRACE THE 'OUTDOOR LIVING ROOM' BEING ADOPTED BY HOLLYWOOD CELEBRITIES

- **Gardens are becoming the “fifth room” as homeowners look to ‘elevate their outdoors’, inspired by celebrities like Zooey Deschanel and Ashley Graham**
- **With ‘Indoor outdoor living ideas’ searches increasing by a whopping 138.5%\* on TikTok, B&Q’s outdoor expert Mairi Devlin reveals her top tips to achieving the Hollywood-inspired “outdoor living room”**
- **B&Q has over 450 new products in its outdoor range features the perfect options for relaxing, socialising and dining, available in-store and online now**

**24 March 2025:** Gardens are officially now being considered the “fifth room” as home owners are embracing the trend of ‘elevating their outdoors’, inspired by the likes of [Zooey Deschanel](#), [Ashley Graham](#) and [Hilary Duff](#).

To help create the perfect garden retreat and to get a taste of the celebrity lifestyle, B&Q has launched a **brand-new outdoor living range** designed to bring the comfort of indoors, outside, all available on [diy.com](#).

The range has been unveiled following this surge in interest around outdoor living, with TikTok searches for ‘Indoor outdoor living ideas’ rising by 138.5%\* since 4<sup>th</sup> February, and searches for ‘garden makeover’ skyrocketing by over 400%\*, showing a growing desire for Brits to refresh their outdoor space in time for the warmer months.

To help create the perfect garden retreat and to get a taste of the celebrity lifestyle, B&Q has launched a brand-new range of outdoor furniture designed to bring the comfort of indoors, out to the “fifth room”. Acting as a seamless extension of the home into the garden, the “fifth room” could be an alfresco dining area, a cosy outdoor lounging spot, or a peaceful retreat for remote working.

Shoppers can easily adopt the look by opting for the [GoodHome Thilia Grey 2 Seater Garden furniture set](#) (£350), with a sophisticated blend of lightweight aluminium and warm wood, it is perfectly designed for balconies or smaller gardens. For those wanting to entertain, shoppers can choose the [GoodHome Elos Beige Rattan effect dining set](#) (£1,250) which seats up to nine people and creates the ultimate inviting atmosphere.

Looking to unwind? The [Omalos Swivel Egg Chair](#) (£225) offers the perfect spot to relax, whether it’s for reading a book or watching the sunset and it’s subtle colours will blend in seamlessly to any garden design. If entertaining is the focus, B&Q’s [GoodHome Powell Black 4 burner Gas BBQ](#) (£200) provides a durable, high-quality option for grilling enthusiasts. And since the British weather can be unpredictable, investing in a pergola like [Klikstrom Tehuano Square Pergola](#) (£975) which has a bioclimatic feature which keeps the rain off, ensures you can enjoy your outdoor space year-round, no need to cancel plans when the forecast takes a turn. Another option is the [Klikstrom Breva LED Rectangular](#)



**Pergola** (£2500). No need to cut the night short either, the built-in lighting creates a warm and inviting atmosphere, allowing you to continue the fun well into the evening, whether you're hosting a dinner party or simply unwinding under the lights.

**B&Q's Head of Outdoor Living, Mairi Devlin says:** *"Your garden should always be thought of as an extension of your home, so it's important to bring the comfort of indoors outside. Celebrities, and their interior designers, often achieve this by simple tricks such as dividing your area into spaces, or 'zones', to make it feel like an actual room. Then details such as adding layered textures, modular furniture and some sort of canopy or pergola make all the difference. B&Q's new outdoor range has a whole range of new additions to help achieve this Hollywood look no matter your budget, needs, or garden size."*

#### **Mairi's Top Tips:**

1. **Create 'zones'** - Divide up your space by zones as you would an interior space, opting for modular furniture like the **Elos Extending Corner Set** to create a sectioned off area that works both functionally and stylishly, perfect for family gatherings and entertaining. Consider adding rugs to define the dining or living space, with an overhead pergola or canopy as key focal point - while also protecting you from the British weather.
2. **Opt for a cosy atmosphere** – Just because you're outside, does not mean you need to neglect the details. Layer multiple [outdoor cushions](#) and add [wireless table lamps](#) and [string lights](#) to set the mood and make your garden feel like a true extension of your home.
3. **Dine in style** - Turn your garden into an alfresco dining dream with the [Kitchen Garden](#), perfect for hosting guests in a stylish outdoor kitchen setting, with its modular units and extra food prep space. Make sure to cover with a pergola and use outdoor-specific furniture and materials to prevent as much damage from winter weather. Smaller space? Consider stools that serve as side tables, floor cushions, or a bistro table set to fit onto balconies or garden corners.
4. **Small Space, Big Impact** – To maximise space on a balcony or in a small garden, Look for outdoor furniture with built-in storage or modular pieces that can be easily compacted. This ensures you're making the most of every inch of your outdoor area. The **Thilla Garden Set** offers smart storage and a cosy retreat for solo relaxation.

The outdoor furniture range is available online at [diy.com](#) now. Next day click & collect delivery is available on many products for a convenient shopping experience and B&Q Club members enjoy rewards every time they shop - helping them to create a home they love.

#### **Mairi's picks:**

		
<a href="#"><u>Omalos Swivel Egg Chair - £225</u></a>	<a href="#"><u>Klikstrom Breva LED Rectangular Pergola - £2,500</u></a>	<a href="#"><u>GoodHome Thilia Grey 2 Seater Garden furniture set - £350</u></a>
		
<a href="#"><u>GoodHome Elos Beige Rattan effect 9 Seater Dining set - £1,250</u></a>	<a href="#"><u>GoodHome Powell Black 4 burner Gas BBQ - £200</u></a>	<a href="#"><u>GoodHome Galini Black 10 Seater Garden furniture set - £1,100</u></a>
		
<a href="#"><u>Alfresco Mats - Zig Zag - Multi - £25</u></a>	<a href="#"><u>Cucino Grey Open Steel Wood effect Outdoor kitchen cabinet unit - £200</u></a>	Low Smoke Firepit - £150

ENDS

**Notes to editors:**

\*B&Q Social Media Insights & Trends report – January 2025

**About B&Q:**



B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 700,000 products available to order at [diy.com](https://www.diy.com) for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [TradePoint.co.uk](https://www.tradepoint.co.uk).

B&Q launched the UK's first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and Click + Collect options being explored.

Their team of more than 21,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They're the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter's DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](https://www.diy.com/corporate/community) or to read our Build a Life Project annual report visit [diy.com/responsible-business](https://www.diy.com/responsible-business)

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

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