

GAZE BURVILL LAUNCHES A NEW INDOOR FURNITURE BRAND, MEON, MADE FROM BRITISH ASH TREES



Renowned British outdoor furniture designers and makers [Gaze Burvill](#), known for their fine outdoor furniture, are launching a new label, Meon, a furniture collection for interior use with high environmental credentials, on 3rd of March 2025. The company has been awarded ‘Grown in Britain’ certification - officially recognising their commitment to using wood of responsible UK provenance. Meon goes beyond this and is dedicated to a close sourcing cycle, using Ash from local managed woodlands, often within a few miles of the workshop. Meon launches with two collections of chairs, benches and dining tables: Levity and Purity.

Acquiring B-Corp certification in 2024, Gaze Burvill rigorously upholds a solid ethical and environmental mission, committed to a local manufacturing cycle and supporting woodland and well-being charities. Like its parent company, Meon also promises superb comfort alongside its high sustainability credentials. Meon aims to change and pursue a new design and sustainability precedent in the story of British furniture design towards a new future of chairmaking.

Founder Simon Burvill, trustee of charity Woodland Heritage, explains, *“The B Corp mission is to make business ‘a force for good in the world’. My mission is to make Meon succeed in that challenge and be part of the new wave of British furniture design, responsibly sourced and superbly manufactured in the UK.”*

Charlie Dedman, Head of Design at Gaze Burvill adds, *“With the Meon brand, we have an exciting opportunity to bring nature indoors manifesting in solid wooden chairs and tables in sustainable British hardwoods. The launch collections — Levity and Purity offers a harmonious blend of functionality and artistry, whilst offering their own unique aesthetic to appeal for the design conscious home”*

LEVITY

Designed in collaboration with award-winning British designer [Katie Walker](#), the Levity collection is the perfect marriage of lightweight elegance and engineered construction. The steambent armrest and back support hug the sitter, paired with the solid sculpted seat for hours of comfort.

The tables are sized for 2, 4 and 6 people and are intentionally simple, making the chairs the hero of the collection. However simple shouldn't be seen as easy. Bespoke fixtures mean the legs can be removed for ease of delivery and access, whilst providing a robust frame without the need for cluttered low stretchers.

PURITY

Designed by Charlie Dedman and awarded the prestigious Design Guild Mark, the Purity Armchair celebrates the traditional technique of turning and steambending with cutting edge computer controlled shaping. To complete the collection, the Purity Backless Benches and Purity Dining tables incorporate the cylindrical components tying the sculptural contemporary together.

Upon launch the three collections are available in beautiful British Ash wood, where the grain tones vary from tree to tree - like a fingerprint, each chair will have its own unique imprint. As standard, they will be finished in a 'white' oil - 'food-safe', with no toxic VOC contents. This finish keeps the raw tones of the timber and provides the necessary tactile finish - a pleasure to touch for the years ahead.

Meon will launch on the 3rd of March 2025 and be available to view and purchase on the Gaze Burvill website [here](#).

-END-

For **Purity Collection** imagery, please click here:

https://drive.google.com/drive/folders/1aFVhjp5pQiI9NY0UuT5vD7aKOdJxy8Vq?usp=drive_link

For further information, including imagery, please reach out to Peridot PR | Penny Sainsbury - penny@peridotpr.com | Lizzie Baxter - lizzie@peridotpr.com | Phoebe Bula - phoebe@peridotpr.com

About Gaze Burvill

Founded by Simon Burvill, the Hampshire-based company creates beautiful, handcrafted, sustainably minded furniture for private and public gardens and outdoor spaces, entirely from their base in the UK. With B Corp certification as well as charitable initiatives with Woodland Heritage and Horatio's Garden, Gaze Burvill's commitment to the environment is noteworthy. Their presence at the Chelsea Flower Show, where they have been a fixture since 1994, always garners a buzz and the team took home a five-star certificate from the festival in 2023.

<https://www.gazeburvill.com> | [@gazeburvill](#)

Pricing

Purity Armchair £xx

Purity Table £xx

Levity Chair £xx

Levity Table £xx

Serenity Chair £xx

Serenity Table £xx