Born at the height of the World Wars,
this ruling family prefers to focus on peace.

House of Windsor
Most excellently yours

Meet the Windsors. No, not the Channel 4 or Netflix show. But the family that has ruled the United Kingdom for well over a century.

The House of Windsor was born in the midst of World War I, when King George V decided to change the name of the ruling family from Saxe-Coburg-Gotha to House of Windsor in 1917.

In 1938, King George VI had a coat of arms created for the House of Windsor with the Windsor Castle's round tower featuring prominently, circled by oak branches and acorns.

These are more than symbolic gestures. They are signs of the vital relationship between the ruling family and the British people. From Northern Ireland and Scotland to Wales and England, the House of Windsor does its utmost to keep us all united and culturally relevant.

Now, the House of Windsor rededicates itself to advancing Britain forward through art and culture, science and sport as well as business and charity. And we look forward to your active participation in our endeavours, as our country navigates new challenges.

You will hear more from us in the coming months, as we remain, most excellently yours.