

LOOKBOOK

TRENDS 2023



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LOOKBOOK TRENDS 2023

Chrysanthemum in the spotlight

A campaign by www.justchrys.com and the German Florists Organisation FDF (Fachverband Deutscher Floristen)

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#floraltrends

TRENDY DESIGNS TO TEMPT THE CUSTOMER

It's not just in fashion and interior design that new trends constantly emerge. In the flower sector it is also important to keep up with the trends. Inspiration for this can be found in lifestyle magazines, at leading fashion shows, in the collections of interior designers and from the range stocked by accessories suppliers.

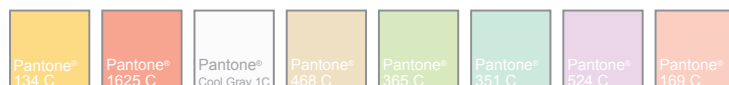
This 'Lookbook' shows the most important trends for this year. In spring and summer 2023 we see very accessible and natural themes, whilst autumn and winter are a bit more 'arty' and conceptual. Three designs are shown for each trend, always including one hit bouquet.

The trends are not tailored so much to the typical characteristics of the seasons, but more to the trade's sales calendar, the zeitgeist and consumers' needs. Right from the start of the new year, for example, customers are desperate for spring and particularly want to see bouquets and arrangements in flower shops that fit with the feeling of spring - even though we are still in the middle of winter. By working with trends and constantly matching their requirements, customers can see that there is always something new in the shop. That means they are surprised time and again!

SPRING TREND - BEGINNING OF JANUARY TO JULY 2023

REANIMATED REAL

The 'Reanimated Real' trend is trendy with soft but distinct pastels. We see that colours flow from one colour to another (ombre effect). This is reflected in fashion, but also in hairstyles, for example. As a florist you can also play with this. In 'Reanimated Real' we see a lot of pale purple and yellow tones combined with a subtle orange tone. Round shapes are important, and radiate peace and harmony. Surprising elements and colours ensure excitement and dynamism in the design.



SUMMER TREND - APRIL TO SEPTEMBER 2023

RIVIERA ROADTRIP

The retro theme 'Riviera Roadtrip' is cheerful, bursting with colour and shines like the light of the summer sun. The mix of delicate flowers and large trendy spider chrysanthemums represents uncomplicated times together and celebrating life. Floral work within this trend oozes Italian flair and flirts with attributes from the 1950s. The overall effect is charming and elegant, summery and with a high 'happy factor'.



AUTUMN TREND - MAY TO OCTOBER 2023

AUTUMN ATELIER

With the 'Autumn Atelier' trend the colour combinations are filled with harmony and the floral work is artistic and stylish. A trend that captures the warmth of an Indian summer, with soft, sunny and earthy elements - full of intimacy and security. This trend is not confined to the autumn. This trend will also be very well received by customers earlier in the year thanks to its elegance and softness.



WINTER TREND - OCTOBER TO END OF DECEMBER 2023

CHARMING CARMINE

The winter trend 'Charming Carmine' is intensely colourful, warm and compact. Various shades of red, coral, cherry and ruby are added to a base of green or earth shades. These colours lend an intense radiance to the floral work. The overall look is festive and atmospheric, without excessive glamour, shine and bling.



A FULL VASE

Chrysanthemums and other flowers with round shapes are combined with small opulent flowers in a delicate array of different pastel shades. The overall look is compact, but at the same time airy and extravagant. The eucalyptus stems and the more delicate flowers that protrude bring a certain excitement to the harmony of colours.

Materials used:

Chrysanthemum, Hydrangea, Echeveria (succulent), Limonium, Eucalyptus, Clematis, Tradescantia, square glass vase

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Tip:

This generously filled vase is very suitable for weddings and office decoration.

SANTINI



AAA GoGo



Country Lime



Radost Cream



Pastela Rosé



Etrusko White

SPRAY

DISBUD



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for the current
chrysanthemum
range

THE BOUQUET

A high tied bouquet in 'Korean style'. The purple-sprayed foliage combined with a mixture of chrysanthemums in harmonious colours, the daring shape, the jutting branches and the round circle are classic examples of this trend. In short: you get excitement from shapes and harmony from colours.

Materials used:

Coloured branches with leaves removed, Chrysanthemum, Nerine, Anthurium, Carnation, Talinum, Eucalyptus, Cymbidium, Zamioculcas

Tip:

Spray various branches and foliage in strong pastel tones with an ombre effect. This lends an unusual look to the chrysanthemum bouquet.

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SANTINI



Country Lime

SPRAY



Baltica® Cream



Baltica® Salmon

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Rossano Charlotte



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THE BRIDAL BOUQUET

Thanks to the Netflix series *Bridgerton* we recently discovered that we love the fashion from the English Regency period. This delicate bridal bouquet is perfect for a bride with a Bridgerton-style wedding dress. The charm of this bouquet is created by the harmonious colours and the playful and airy feel. Imperfection is key! A pastel-coloured, trendy, natural and stylish bouquet for the romantic bride.

Materials used:

Chrysanthemum, Clematis, Hydrangea, Grass, Talinum, Lisianthus, Gypsophila, Limonium, Hypericum, Scabiosa, Sprayed fern leaf, Carnation, Protea, Nerine

Tip:

Remove leaves from all stems. This creates more space within the bouquet and allows the flowers' colours to flow into one another!

SANTINI



Rossi Salmon

DISBUD



Rossano Charlotte



Etrusko White



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THE BOUQUET

Colourful, artistic, decorative, free, languid, with unusual leaf shapes with a certain randomness, this summer bouquet reveals its cheerful playfulness. The charming retro look is created by an abundance of flowers that are held in check with a strip of yellow fabric. With love from Bella Italia, la Dolce Vita and the 1950s. A classic with a twist!

Materials used:

Chrysanthemum, Gloriosa, Vetch, Verbena, Phlox, Salvia, Solanum, Jasmine, Rudbeckia, Carnation, Bouvardia, Delphinium, Chamomile, Celosia, Antirrhinum

Tip:

Display the bouquet in a glass bowl on a round wooden platter, possibly with citrus fruit for decoration.

SANTINI



Madiba®
White Pompon



Sun Up



Prosecco



Haydar Yellow



Capriool



Zembla® Lime



Anastasia® Sunny

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SANTINI



AAA Doria Cream

SPRAY



Bonita

DISBUD



Borg



Anastasia® Sunny



Anastasia®



Zembla® Lime

THE DUO

A trendy feature arrangement for the business market: on the reception desk or the conference table! The use of eye-catching palm leaves and an unusual asymmetric design give this duo an extravagant feel. The summery chrysanthemums lend the finishing touch to this arrangement.

Materials used:

Chrysanthemum, Phytolacca, Palm leaf (dried and fresh), Limonium, Carnation, florist foam

Tip:

Make a structure out of dried and fresh palm leaves to create an original basis for your chrysanthemum arrangement.

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THE TABLE DECORATION

Charming single-flowered spray chrysanthemums, playful pompom-shaped santinis and exciting spider-shaped disbudded chrysanthemums in clear glass mini vases form the basis for an uncomplicated table decoration. Retro, cheerful, decorative and affordable! For young customers, a summer cocktail party or an uncomplicated gathering. The added bonus is that every guest can take one of the small pieces of glassware away with them as a souvenir. So flowers are not just fun, but also have a long-term effect!

Materials used:

Chrysanthemum, Phytolacca (Pokeberry), Dried palm leaf, Limonium, Gloriosa, Carnation, Ammi majus (Bishop's flower), Lisianthus

Tip:

Balance is everything! The main colours, pale yellow through to pink (one shade lighter than lilac), form the typical basis for this arrangement. The natural play with the ombre effect is an important characteristic of this summer trend.

SANTINI



AAA Doria Cream



Sun Up

SPRAY



Grand Pink

DISBUD



Borg



Capriool



Baltazar



Anastasia® Sunny



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THE BOUQUET

An effective, natural, warm bouquet for a studio or loft, an office or a creative workplace. Affordable, a long vase life, practical, harmonious and uncomplicated!

Materials used:

Chrysanthemum, Sanguisorba, Poppy pods (dried and coloured), Grass (dried), Magnolia leaf, Thistle, Heuchera

Tip:

The use of strong flowers and supporting materials allows your customers to enjoy your floral work for a very long time!

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SANTINI



Calimero Salmon



Country Lime



Deligreen



Memphis Autumn



Saffina

SPRAY

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SANTINI



Calimero Salmon



Calimero Minty



Memphis Cherry

SPRAY



Sorbet Vanilla



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THE TABLE DECORATION

The harmony of colours and the pure natural character ensure that this table decoration creates a great atmosphere and a party on every table. At the end, every guest can take a flower-filled tin home with them as a gift.

Materials used:

Chrysanthemum, Magnolia leaf, Hebe, Euphorbia, rinsed tins in various sizes, paint, sand, leather cord



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Tip:

Colour the tins with a mixture of sand and paint. When they're dry, decorate the tins with a stylish ribbon and a magnolia leaf..

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THE BOUQUET

A contemporary bouquet - decorative, natural, a bit wild and trendy.

Materials used:

Herbs, Grasses, Symphoricarpos (coralberry), Sanguisorba, Magnolia leaf, Crocosmia, Artichoke leaf, Nothofagus (southern beech).

Tip:

With a few accessories, decorative jugs, a smooth wooden platter, the mini squashes and pebbles the setting looks stylish and atmospheric and you will definitely tempt your customer.

SANTINI



Calimero Salmon



Calimero Minty



Memphis Cherry



Baltazar Flame



Saffina



Anastasia®
Dark Green



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THE ADVENT WREATH

A festive Advent wreath with quite a wild look. Pure nature, with no bling or artificial Christmas accessories. What is eye-catching is the appealing colour design in primarily shades of red with a hint of purple on a green base. The Advent wreath with red candles is displayed on a round purple platter.

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Materials used:

Chrysanthemum, Olive, Taxus, Pistachio, Calluna, Osmanthus, Leather leaf fern

Tip:

The wild effect is created when the flowers and candles are inserted in an unusual combination of winter greenery, such as olive, taxus, fern, pistachio and osmanthus.

SANTINI



AAA
Purpetta Red



AAA
Doria Cherry



Bontempi



Prada Coral



Andrea

SPRAY

DISBUD



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THE GARLAND

They are stars on social media: as craft objects, garlands achieve a lot of 'likes' on Pinterest and Instagram. This XXL chain made of natural cord, wooden beads, glass tubes and flowers is sustainable, natural, trendy, decorative and festive. It's a real eyecatcher as a room or window decoration, or to decorate an event.

Materials used:

Chrysanthemum, Osmanthus, Grain (dried, sprayed), Eucalyptus (sprayed), Grass (dried, sprayed), wooden beads, glass tubes, cord, various ribbons, adhesive tape

Tip:

The basis of this garland is sustainable and can always be refilled with fresh flowers.

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SPRAY



Prada Coral



Serenity Sweet



Bontempi



Andrea



Gustav



Couture

DISBUD



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THE BOUQUET

A trendy and decorative bouquet in intense colours with a visible binding string as part of the design. A big impact due to the overall structure: the use of a relatively small flat bowl for an ambitious bouquet.

Materials used:

Christmas foliage, Chrysanthemum, Osmanthus, Taxus, Callicarpa, Euonymus, Rosehip, Grass, Carnation, Sedum

Tip:

This bouquet looks exceptionally decorative in conjunction with the beautiful red ceramic bowl with texture, the glass candlesticks filled with berries and hand-crocheted Christmas baubles.

SPRAY



Serenity Sweet

DISBUD



Momoko



Gustav



Couture



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The chrysanthemum offers every ingredient required for success: volume, colour and a good vase life at an affordable price. The key elements you need to score with your customers with surprising and contemporary floral arrangements.

There is plenty of choice: a rich color palette, various flower shapes and different sizes. Various chrysanthemums have been used in this Lookbook for contemporary bouquets and arrangements that match the current zeitgeist and trends.

You can find the most current range at www.justchrys.com. You can also download various images and promotional materials from this website to inspire your customers.

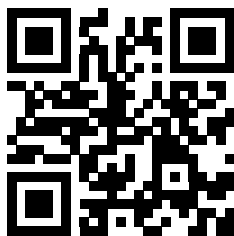
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Need inspiration? Then visit our social media ([@justchrysanthemum](https://www.instagram.com/justchrysanthemum)) and discover the 1001 possibilities with chrysanthemums.

GAME ON!

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SURPRISING ★ VERSATILE**



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