



10 DESIGN IDEAS WITH CHRYSANTHEMUMS  
TO SCORE WITH YOUR CUSTOMERS

# LOOKBOOK 2024



**Just**  
chrysanthemum

**FOR THE WIN!**

# LOOKBOOK 2024

Chrysanthemum in the spotlight

A campaign by [www.justchrys.com](http://www.justchrys.com) and the German Florists Organisation FDF (Fachverband Deutscher Floristen)

Designs: Manfred Hoffmann & Oliver Ferchland

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#Justchrys

#Justchrysanthemumforthewin

#Forthewin

#Chrysanthemum

#Floraltrends



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chrysanthemum  
FOR THE WIN!

## SMILE AND THE WORLD SMILES WITH YOU!

In a rapidly changing world, there is a strong need for security and stability. We are experiencing uncertainty, but we are also seeing more and more new opportunities and possibilities. The motto "Smile and the world smiles with you!" fits with this idea. We are looking for positive emotions that give us the energy to face challenges and find our own unique solutions.

Manfred Hoffmann and Oliver Ferchland, the creative experts at the German florists organisation FDF, have spent years studying the impact that change processes have on lifestyle and the living environment. They participate in international trend committees, are involved in trend workshops, observe the latest developments at trade fairs and translate them into commercial floral arrangements. The focus of this 'Lookbook' is on the chrysanthemum. With its versatility and colourful character, it is the perfect floral interpreter for the 2024 trends.

# BRIGHT BEAUTY

JANUARY - OCTOBER

Nude and powder shades are at the heart of the 'Bright Beauty' trend. We see feminine arrangements that perfectly match with the feeling of wellness and the fashion and beauty world. Soft colours ranging from pink to white and even orange create a harmonious look. Pink, apricot and coral tones add feminine touches to the overall look.

Dried flowers and grasses combined with soft textures such as ribbon or textile are commonly used materials in this trend theme. The mood is bright, light and positive.

Scan the QR code  
for the current  
chrysanthemum range



Pantone  
13-1023 TPX

Pantone  
152 C

Pantone  
142 C

Pantone  
580 C

Pantone  
5445 C

Pantone  
600 C

Pantone  
468 C

Pantone  
4645 C

# CHRYSANTHEMUMS

SANTINI



AAA  
Jeanny Orange



AAA  
Bumper



Babette



Rossi Orange

SPRAY



Midnight Sun



Pastela Golden



Grand Orange



Prosecco

DISBUD



Paladov



Zembla® Lime



Saffina





Nudeselection  
Partycelebration  
Bacheloretteparty

## DIY TABLE DECORATION

Powdery colours, organic shapes and a feminine look; elements that fit perfectly with the beauty and fashion world. Dried flowers are definitely in fashion and can be used to your heart's content in this trendy nude style. The vases are wrapped with cotton cords, neatly secured to the rim with transparent double-sided tape. An optimistic table decoration for young, modern women who love fashion and style and have a positive outlook on life.

### Chrysanthemums:

**Santini:** AAA Jeanny Orange, Babette, Rossi Orange

**Spray:** Midnight Sun

**Disbud:** Paladov

**Materials used:** Lisianthus, Limonium, Tulip, Calla, dried millet and grass, ribbons, macrame cord, double-sided adhesive tape, glass vases, candles and holders.





## FEELINGS

A striking trend bouquet with a mixture of fresh and dry materials, presented in an asymmetric 3D frame made from tonkin canes. The pale dried Ruscus leaves and dry grasses are absolute must-haves for this trend. Since the flowers are arranged quite freely here, the bouquet can be finished in minutes. With no green foliage the chrysanthemums stand out even more powerfully. It exudes dynamism, clarity and emotion!

### Chrysanthemums:

**Santini:** Rossi Orange, Babette, AAA Bumper, AAA Jeanny Orange

**Spray:** Midnight Sun

**Disbud:** Zembla® Lime, Paladov

**Materials used:** Gerbera, Tulip, Lisianthus, Limonium & Anthurium.

**Dried materials:** Millet, grasses, Bamboo, Ruscus



Loveforever  
Valentinesday  
Sayitwithflowers





Internationalwomensday  
Femalepower  
Valentinesday

# MARY POPPINS

A casual and asymmetric bouquet in a cloud of woven material, with a decorative binding in trendy shades of pink, apricot and coral. The cloud is created with a mixture of wood glue and water in which coloured natural raffia is soaked and then pressed onto film to dry. The dry structure can then be easily formed by hand into a 3D shape into which the flowers are incorporated. The end result is an airy, fragrant bouquet bursting with positive energy and good vibes.

## Chrysanthemums:

**Santini:** Babette, AAA Jeanny Orange, Rossi Orange

**Spray:** Midnight Sun

**Disbud:** Paladov, Zembla® Lime

**Materials used:** Olive, Limonium, Thlaspi, Carnation, Lisianthus, Tulip, Gerbera, Anthurium, wire, raffia, wood glue.

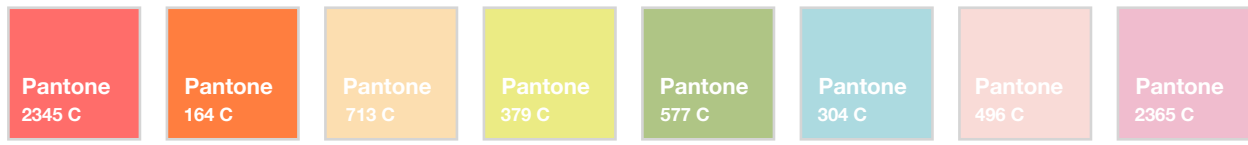


# SOFT SHORE

APRIL - SEPTEMBER

Flowers and organic shapes come together in the 'Soft Shore' trend in an homage to painter Henri Matisse. Woodcuts with round shapes are used as décor and make the flowers stand out even more. From the familiar Boho we're moving to Mobo, or modern Boho; a modern version of the hippie style. This summer trend is typified by asymmetric shapes, pastel colours and a hint of imperfection with bright colour accents. It's all about optimism, positive energy and the lightness we associate with summer.

Scan the QR code  
for the current  
chrysanthemum range



# CHRYSANTHEMUMS

SANTINI



Turtle



Calimero Minty



Rossi Smokey



Yin Yang®  
Smokey

SPRAY



Avocado



Babe



Space Age



Pastela Pink

DISBUD



Rossano Orange



Kalimba Salmon



Capriool





## MOBO DANCE

This hip summer trend is inspired by Henri Matisse. It includes soft pastel colours and organic shapes with popping colour accents in orange, coral and pink. This modern summer style for 2024 combines modern and Boho, resulting in a bouquet in the trendy Mobo style. Branched privet branches form the basis for the bouquet and really make the flowers pop!



Mothersday  
Thankyou  
Mobo



### Chrysanthemums:

**Santini:** Yin Yang® Smokey, Rossi Smokey, Calimero Minty

**Spray:** Babe, Space Age

**Disbud:** Capriool, Rossano Orange

**Materials used:** Leonotis, Cosmea, Kniphofia, Gloriosa, Clematis, Lisianthus, Carnation, Privet, Verbena, Larkspur, Nerine, Phlox, Lathyrus





## BEACH CLUB

A diversity of flowers and organic shapes: that's the Matisse effect! Fans hand-made from natural wicker using a macramé technique are real eye-catchers, and when combined with organic wood carvings they ensure the trendy Mobo style. Suitable for (fashion) shops, beauty salons, wellness facilities or a trendy urban beach club. The look is less bohemian than with the Boho style but has slightly more hippy vibes, positivity, cheerfulness and bold colours.

### Chrysanthemums:

**Santini:** Rossi Smokey, Calimero Minty, Turtle

**Spray:** Babe, Space Age

**Disbud:** Capriool, Rossano Orange

**Materials used:** Kniphofia, Lisianthus, Carnation, Echeveria, Jatropha, Spray Carnation, Lathyrus, Larkspur, Celosia, Nerine, Cosmea, Phlox.



Beachclubbing  
Mobo  
Summer



# SENSUAL SAFARI

APRIL - NOVEMBER

The 'Sensual Safari' trend is strong, rugged, natural, sustainable and with no artificial additions. Chrysanthemums steal the show, standing out like floral stars on a calm backdrop of browns and greens. A robust, earthy trend with a rugged character.

Scan the QR code  
for the current  
chrysanthemum range



Pantone  
364 C

Pantone  
370 C

Pantone  
379 C

Pantone  
580 C

Pantone  
358 C

Pantone  
3298 C

Pantone  
3302 C

Pantone  
497 C

# CHRYSANTHEMUMS

SANTINI



AAA  
Anura Green



Lorenzo



Country Lime



Madiba®  
Minty Boane

SPRAY



Feeling  
Green Dark



Avocado



Furore



Bartoli

DISBUD



Saffina Dark



Zembla® Lime



Anastasia®  
Dark Green





## SHOCKTOBER

Autumnal table decoration for 'Shocktober'. Halloween doesn't always have to be scary; quite the opposite! Dark orange chrysanthemums sparkle like floral divas against a calm backdrop. That creates a striking and flower-filled spectacle! Magnolias with their bicoloured velvet-brown leaves create natural contrasts. Eucalyptus and dates create a rugged and strong look. Score with this masculine, rugged table decoration: strong, urban and down to earth

### Chrysanthemums:

**Santini:** AAA Anura Green

**Spray:** Feeling Green Dark

**Disbud:** Saffina Dark, Zembla® Lime

**Materials used:** Magnolia leaves, palm fibres, date and Eucalyptus branches, ornamental pumpkin vines, pumpkin, poppy, floral foam, vase.



Shocktober  
Autumn  
Natural





## GREEN POWER!

A simple stained wooden vase allows chrysanthemums, dates, Eucalyptus and chestnuts to show off their powerful appeal. Eye-catching lime-coloured chrysanthemums take centre stage and are surrounded by pure botanical materials: natural and fuss-free! Green and brown accents come together beautifully in this design, and the foliage draws the eye as a visual element. Because there is little colour involved, the focus is on the shapes and structures of the flowers. A robust and rugged arrangement.

### Chrysanthemums:

**Santini:** Lorenzo

**Spray:** Feeling Green Dark, Furore

**Disbud:** Anastasia® Dark Green, Zembla® Lime

**Materials used:** Lisianthus, Thistle, Eucalyptus and date branches, Viburnum, Fern, Pilea, Philodendron, chestnut.



Masculine  
Greenpower  
Natural





# COSY CARAMEL

AUGUST - DECEMBER

Stylish, calm, cosy and festive - that's the 'Cosy Caramel' trend. This trend combines dry structures with natural floral materials and soft textures, such as teddy fabrics and handmade balls of wool. A mix of warm white tones and honey and cognac colours exude peace and calm. Prepared foliage provides seasonal accents, while Eucalyptus leaves contrast subtly with the warm caramel tones thanks to their matt greyish blue colours. The overall look creates an understated aesthetic with Hygge moments and Scandinavian influences. A stylish end to the year.

Scan the QR code  
for the current  
chrysanthemum range



# CHRYSANTHEMUMS

SANTINI



AAA Edvaldo



Rossi Cream



Rossi Salmon

SPRAY



Baltica®Salmon



Delianne White



Pastela White



Kalimba Salmon

DISBUD



Paladov Dark



Etrusko White



Rossano Salmon



Aljonka Salmon



## WELCOME WINTER

A beautiful decorative piece some 80 cm high, perfect to display as early as November to help you get through the winter. The arrangement has a base made of handmade balls of wool in shades of white, caramel and cognac. It includes seasonal materials such as dried sunflower heads and pine cones that symbolise the cycle of life. Tip: Give any vase a unique look by covering it with fabric - both sustainable and stylish!

### Chrysanthemums:

**Santini:** AAA Edvaldo

**Spray:** Deliane White

**Disbud:** Paladov Dark, Rossano Salmon

**Materials used:** Beech leaves, Pine cones, Thistle, Pine, Eucalyptus, palm fibre, bleached Hydrangea, dried grass, indoor and outdoor vase, handmade balls of wool, hot glue, fabric, sewing thread.



Hygge  
Emotional  
Moments







Advent  
Cosy  
Soft

## COSY TIME

This wreath is soothing, harmonious, subtle, elegant and modern at the same time. Bromeliads and bamboo lend a radiant note to the Christmas decorations. The wreath combines fresh and dried leaves for an unusual look. Inverted pine cones provide additional calm and coherence. Refined bronze and cognac colours together with reddish tones and handmade balls of wool and teddy textures create a cosy festive mood.



### Chrysanthemums:

**Santini:** AAA Edvaldo

**Spray:** Pastela White, Baltica® Salmon

**Disbud:** Paladov Dark, Etrusko White

### Materials used:

Cotton, Bromeliad, Lisianthus, Pine cones, Beech leaves, Eucalyptus, Olive, Bamboo, dried Calathea.





## SPARKLING MOMENTS

A high-bound wintery bouquet with a mix of grasses and dried bamboo. The bouquet shines in trendy shades of woolly white, cream, cognac and honey. This colour combination, mix of materials and soft textures combine to create a calm and warm look; a wonderful end to the year!



Calm  
Cosy  
Winter



### Chrysanthemums:

**Santini:** AAA Edvaldo, Rossi Cream

**Spray:** Deliane White, Pastela White

**Disbud:** Paladov Dark, Aljonka Salmon, Rossano Salmon, Etrusko White

**Materials used:** Lisianthus, Pine, Eucalyptus, Olive, preserved Beech leaf.

**Dry material:** Bamboo branches, various grasses, Thistle.



# GAME ON!

HAVE FUN WITH CHRYSANTHEMUMS

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