

CORAL COAST | AMAR AMOR | EXOTIC EMBRACE | SOFT SENSE

LOOK BOOK 2025



CHRYSANTHEMUM

**TREND
COLLECTIONS**

FOR WEDDINGS

Colourful flowers for radiant moments!

The chrysanthemum is a real cult flower. It's also a favourite in bridal flower arrangements, and creates atmosphere with emotion. Chrysanthemums are versatile, powerful and available in an endless range of colours and flower shapes. That makes the chrysanthemum the perfect flower for floral styling in keeping with the latest wedding trends for 2025.

Our 2025 collection offers inspirational ideas. Keywords here are harmony, emotion and naturalness with timeless elegance. In hectic times, people are looking for balance and airiness. This desire is reflected by working with harmonised colours, harmonious shapes and natural materials in all your creations.

In this lookbook we present four different trend themes that fit with the latest trends for fashion, interiors, lifestyle and weddings.

A campaign from www.justchrys.com and the German florists' organisation FDF (Fachverband Deutscher Floristen)

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Photos: Jörg Manegold



Scan the QR code
for the current
chrysanthemum range



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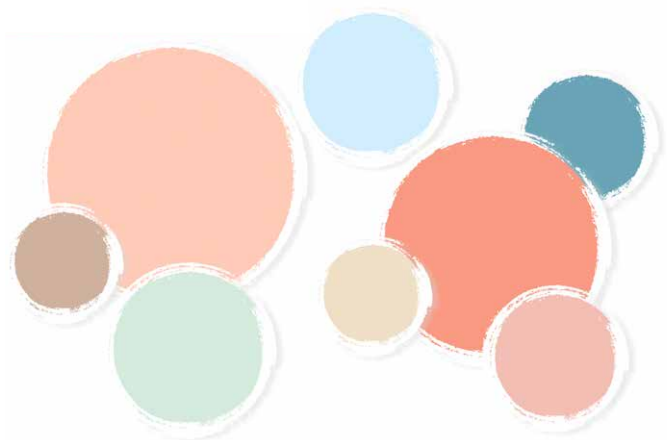


#justchrys
#chrysanthemum
#trendcollections
#wedding
#forthewin

Coral Coast

January - September

The pastel colours create a playful, natural lightness. This trend theme is dominated by peach and coral tones, with soft beige and light brown as accent colours. The colour balance is completed with shades of blue: from sky blue to a strong petrol colour. The creations are characterised by iridescent, organic and flowing shapes where the soft colours play with fluorescent accents. The mood makes you think of a relaxed summer's day by the sea.



Scan the QR code
for the current
chrysanthemum range

Santini



Babette



Ellison
Salmon



Ellison
White



AAA
Hachi



Rossi
Salmon

Spray



Baltica®
Salmon



Beau
Monde



Pastela
Pink



Prada
Sweet



Softtone

Disbud



Baltazar
Flame



Etrusco



Honeymoon



Kalimba
Salmon



Topspin
Cream

Bridal bouquet

Light, fairytale and romantic - that's how this bridal bouquet appears in the Coral Coast trend theme. Subtle additions of tulle make it a top bouquet within this collection. The colour accents range from soft blue and pale apricot to various shades of coral. A bouquet like a gentle sea breeze, perfect for people in love and bridal couples.

Chrysanthemums

Santini: AAA Hachi, Babette, Ellison Salmon, Ellison White, Rossi Salmon

Spray: Baltica® Salmon, Pastela Pink, Softtone

Disbud: Etrusko, Honeymoon



sea breeze

360° view





Bracelets

For best friends, bridesmaids, witnesses and wedding guests. These brightly coloured bracelets in the Coral Coast trend will make every wedding celebration an unforgettable experience for everyone - charming, full of love, romantic, connecting and with beautifully harmonised colours.

Chrysanthemums

Santini: AAA Hachi, Ellison Salmon, Ellison White

Spray: -

Disbud: -

connected

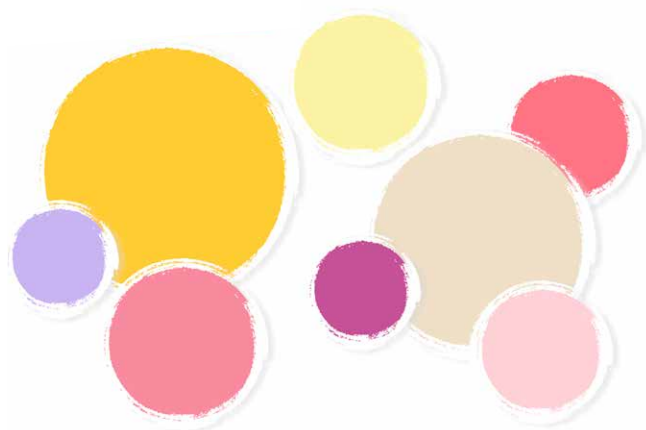
360° view



Amar Amor

April - October

Retro revival: loving love! Here, nostalgic elements from the 60s, 70s and 80s are combined with modern accents. Bright colours are charmingly and elegantly combined with contemporary accessories. The mood is cheerful and summery. Modern Hippie or Modern Boho are styles that we see a lot. Yellow, pink and lilac supplemented with hints of warm beige give this playful and carefree trend its charm.



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chrysanthemum range

Santini



AAA
Doria Orange



Davina



Madiba®
Cherry Tyolo



Rossi
Splendid



Teddy

Spray



AAA
Aurinko



Baltica®
Yellow



Baykal
Lunar



Jolene



Letsgo
Pink

Disbud



Anastasia®
Sunny



Etrusko
Orange



Kalimba
Salmon



Magnum®
Yellow



Rossano
Charlotte

Floral Heart

The language of love translated into floral symbolism. The compact floral heart from the Amar Amor trend theme is the perfect wedding accessory. Bursting with volume, yet light and full of joie de vivre! The variety and abundance of chrysanthemums create a positive effect. The organically shaped base reinforces the romantic and emotional appeal of this striking floral design.

Chrysanthemums

Santini: Rossi Splendid

Spray: Baltica® Yellow, Baykal Lunar, Jolene, Letsgo Pink

Disbud: Kalimba Salmon, Magnum® (orange-dyed),
Magnum® Yellow

love is in the air

360° view





Bridal bouquet

This charming high-tied bridal bouquet consists of a playful mix of flowers tied retro style with cord. An enchanting bouquet for a romantic young bride. The harmony is emphasised not only by the colour combination, but also by the careful selection of flowers and other materials. An expressive bouquet and a floral promise.

Chrysanthemums

Santini: Madiba® Cherry Tyolo, Rossi Splendid

Spray: AAA Aurinko, Baltica® Yellow, Baykal Lunar, Letsgo Pink

Disbud: Anastasia® Sunny, Rossano Charlotte

360° view



Exotic Embrace

June - November

Emotion, intensity and passion are at the heart of the Exotic Embrace trend. Exotic elements such as pomegranates, flamingos, blood oranges and hibiscus flowers serve as the inspiration. The mood is intense and full of emotion. Shades of red in different tones are complemented by coral and peach colours. Pale beige and brown tones ensure balance and a natural look. A captivating trend theme in which bridal flower work is presented in a sophisticated, expressive and floral way.



Scan the QR code
for the current
chrysanthemum range

Santini



AAA Jeanny
Peach



AAA
Purpetta



Calimero
Salmon



Madiba®
Minty Boane



Melissa

Spray



Ballerinas
Cherry



Fabienne



Katinka
Salmon



Kaya



Miri
Yellow

Disbud



Lamira Red



PIP Salmon



Rossano
Orange



Saffina



Vanya Pink

Table decoration

Celebrate life and love! This table decoration is bursting with emotion and intensity - perfect for a bachelor(ette) party awash with memories and the prospect of romantic and exciting moments together. The emphasis is on life, love, fun, friendship and feeling good. Chrysanthemums, with their symbolic significance and excellent vase life, are the ideal flower for this special occasion!

Chrysanthemums

Santini: AAA Purpetta, Melissa

Spray: Ballerinas Cherry, Kaya Orange

Disbud: Rossano Orange

celebration

360° view





Engagement bouquet

Pure emotion! Voluminous, expressive flowers and strong colours in a compact abundance - this intense and colourful bouquet enhances any declaration of love. A real eye-catcher and the perfect companion for special moments. This passionate floral promise is a fantastic ambassador of love!

Chrysanthemums

Santini: Calimero Salmon, Madiba® Minty Boane

Spray: Katinka Salmon, Kaya Orange

Disbud: PIP Salmon, Rossano Orange, Saffina

360° view





Bridal bouquet

This intense bouquet filled with vibrant shades of red oozes love and passion. Perfect for a spirited bride, an engagement or a fiery declaration of love. Chrysanthemums, anthuriums, bromeliads and orchids create a full, expressive look, subtly reinforced by the addition of a few elegant leaves.

Chrysanthemums

Santini: AAA Jeanny Peach, AAA Purpetta, Calimero Salmon, Rossi Orange

Spray: Kaya Orange

Disbud: PIP Salmon, Rossano Orange

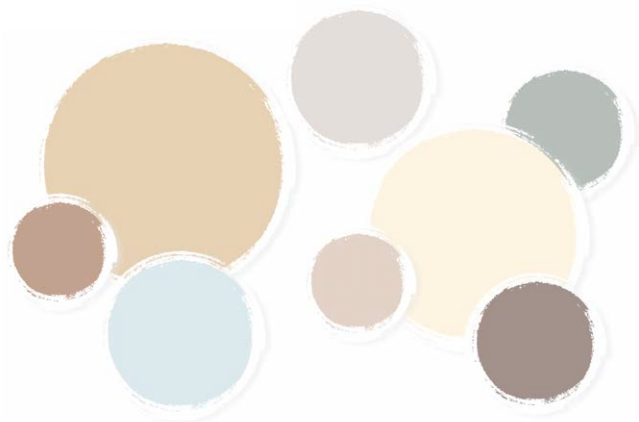
360° view



Soft Sense

March - December

This theme exudes tranquillity, harmony and security. The focus is on natural accessories and colours. Warm tones such as hazelnut brown and various shades of cream, beige and salmon are combined here with pale blue and subtle soft pink accents. Shades of bronze and gold add a touch of elegance and festivity. A winter trend that comes alive in a natural, chic and festive way.



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chrysanthemum range

Santini



AAA
Doria Salmon



Calimero
Apricot



Calimero
Snow



Kindly
Salmon



Stallion

Spray



Deliane
White



Chic



Pastela
Rose



Pastela
White



Prosecco

Disbud



Anatov



Etrusko
White



Gagarin



Kalimba
Salmon



Topspin



fairy dust

Bridal bouquet

Gypsophila envelops this romantic bouquet like a delicate bridal veil. The cloud shape and ton-sur-ton colours enhance the fairytale look. A harmonious and sophisticated piece of floral work, perfect for the best day of your life. A mix of pastel chrysanthemums, graceful anthuriums and cream lisianthus radiates elegance and style. The flowing cloud shape adds a romantic and playful touch!

Chrysanthemums

Santini: AAA Doria Salmon, Calimero Apricot

Spray: Pastela Rose

Disbud: Kalimba Salmon

360° view



Table decoration

Do it yourself! This slogan is a particularly popular theme during wedding preparations. This colourful yet subtle table decoration radiates elegance. The simple glass vases, wrapped in cord, give a charming vintage look. A perfect still-life for an unforgettable declaration of love!

Chrysanthemums

Santini: AAA Doria Salmon, Calimero Apricot, Calimero Snow,

Spray: Pastela Rose

Disbud: Kalimba Salmon, Topspin



together

360° view



Wedding cake

This floral design in the shape of a wedding cake is an elegant, stylish and unique creation. With a balanced colour palette and a tasteful mix of flowers, it fits perfectly with the Soft Sense winter trend. People come together around this table to celebrate love, life and connection. The desire for harmony and togetherness is beautifully reflected in the cloud-like gypsophila, the softness of white and cream chrysanthemums and the striking disbudded chrysanthemums. This wedding cake made of flowers is a real stunner.

Chrysanthemums

Santini: AAA Doria Salmon, Calimero Apricot, Calimero Snow

Spray: Pastela Rose

Disbud: Kalimba Salmon, Topspin

soft sense

360° view





Towards 100% green

93% of chrysanthemum growers used
organic crop protection in 2023

64% of chrysanthemum growers used organic crop protection
all year round in 2023. This is a tripling since 2019

Chrysanthemum growers started measuring their ecological
footprint in 2023, with the first results expected in 2025.

96% of all Dutch chrysanthemums meet the criteria for
sustainable certification (e.g. MPS-GLOBAL G.A.P.)

Dutch breeders are seeking to develop varieties that aid
efficient and sustainable cultivation by focusing on improved
disease resistance, temperature tolerance, waste reduction
and enhanced productivity.

Healthy chrysanthemums need healthy soil.
Dutch chrysanthemum growers are gaining a lot of experience
with organic fertilisers such as cow manure, flower waste,
compost and compost tea. This approach helps to reduce
waste and gives chrysanthemums a strong start,
resulting in fabulous flowers.

Scan the QR code to download the report with the most
important insights into the Dutch chrysanthemum sector.





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NEWSLETTER PACKED
WITH SEASONAL
INSPIRATION**



Did you know...

More than 200 varieties are available every day in an endless range of colours, shapes and sizes

At least 40 new varieties are introduced from the Netherlands every year

Chrysanthemums can be dyed any colour imaginable, from vibrant blue to neon pink!

For more inspiration and information visit
www.justchrys.com



Justchrys.com

or follow us on social media:
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Just
chrysanthemum
FOR THE WIN!



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