

BEAT THE BLUES | RAINBOW RIDE | SAVED SUNSHINE | SEASONAL SPARKLE

# LOOKBOOK

2026



CHRYSANTHEMUM  
TREND COLLECTIONS WITH  
SALES OPPORTUNITIES  
BY SEASON

A campaign by [www.justchrys.com](http://www.justchrys.com)  
and the German Florists Organisation FDF  
(Fachverband Deutscher Floristen).  
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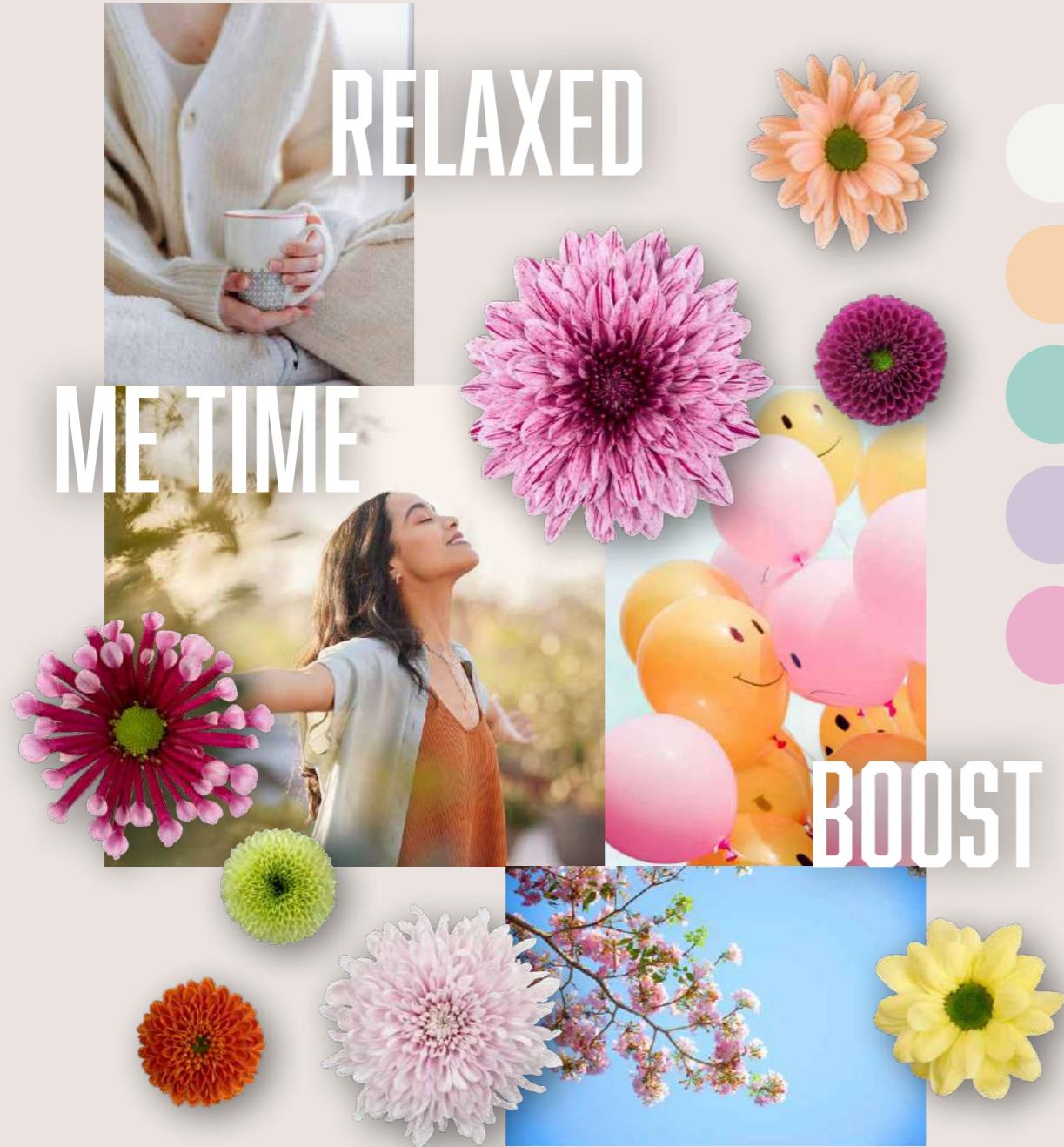
# THE MULTI-TALENTED CHRYSANTHEMUM

## FOR SALES SUCCESS IN EVERY SEASON!

The chrysanthemum is the perfect flower to bring something unique every season. Thanks to its wealth of colours, shapes and styles, this all-rounder effortlessly feeds your creativity and gives any composition a fresh contemporary look.

This lookbook features ten innovative, practical creations that fit with the latest trends. These trends have been translated into four clear themes that remain relevant throughout the year and can be applied in store straight away. They show how versatile the chrysanthemum is and how easy it is to match seasons, moods and styles.

Be inspired by new combinations, surprising design ideas and clever applications. Discover how the chrysanthemum can enhance and renew your floral arrangements and take them to the next level. The sky's the limit!



# JANUARY - APRIL BEAT THE BLUES!

The winter blues won't stand a chance when colourful chrysanthemums make their entrance. In the first months of the year winter can still feel heavy and grey, but it is precisely then that chrysanthemums offer an unexpected dose of light and optimism. Soft pastel notes and fresh green shades bring warmth into the home as well as giving that spring feeling that consumers are really craving right now.

Furthermore, this period is all about me time: snuggling down in a warm scarf with a cup of coffee, and consciously enjoying some peace and quiet. It is precisely at those moments that the subtle colour accents of chrysanthemums are really noticeable - soft, hopeful and yet full of life.

This is how chrysanthemums help to dispel the winter blues and keep the start of the year light, warm and surprisingly energetic.



*View and download  
all chrysanthemum  
images for this theme*

# SPRING DANCE

A bright, cheerful stunner that creates instant atmosphere. The bowl is compactly filled with fresh spring-green santinis, a soft base above which the flowers seem to sway in a playful spring dance.

It is precisely that contrast that makes this arrangement so interesting: solid and compact at the bottom, while above it everything is playful, airy and in motion. The mix of soft pinks, purples and greens gives a fresh, optimistic look and shows how surprisingly versatile chrysanthemums are; rugged in structure, but at the same time elegant and bursting with life.

In other words: a fresh-feeling sensation that creates instant atmosphere, whether you put it on a sideboard or just next to your morning coffee.

## SHOPPING LIST:

Santini: AAA Bumper, AAA Purpetta

Spray: -

Disbud: PIP, Honeymoon

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current range](#)



BEAT  
THE  
BLUES!

# SPRING LIGHT

Soft, round and without any hard lines - this bouquet exudes pure softness. The playful shapes of chrysanthemums and their beautiful soft interplay of colours lend the whole thing a fresh feminine vibe. The combination with lunaria, eucalyptus creates an airy, transparent bouquet that feels like it falls effortlessly into place.

A fantastic spring creation that instantly puts a smile on your face. You can feel it everywhere: spring is just around the corner!

## SHOPPING LIST:

Santini: Maverick White, Pluto

Spray: Katinka Salmon, Miri, Resq Cream, Letsgo Pink, Rihanna

Disbud: PIP, Rossano Charlotte

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current range](#)



BEAT  
THE  
BLUES!



# HOME CONCERT

A striking feature arrangement: a treble clef composed entirely of chrysanthemums.

Music stimulates the senses, just as flowers do. And that is exactly what makes this piece so special. It has something cheerful, something expressive, and works perfectly in a music room, at a concert performance or simply as a remarkable feature in the home.

This creation is not about the traditional bouquet, but about the shape. The treble clef is constructed on a Smithers-Oasis base and compactly covered with chrysanthemums in warm trend colours which really brings it to life.

The fresh pink and orange chrysanthemums provide a light, spring-like touch that adds sparkle.

## SHOPPING LIST:

Santini: Ellison Sweet, AAA Bumper, Pluto, Miller Apricot

Spray: Letsgo Pink

Disbud: -

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BEAT  
THE  
BLUES!





# DIVERSITY



# BE HAPPY COLOUR



# CONNECTION



MAY - AUGUST

# RAINBOW RIDE

In summer, nature shows its most colourful side. The season feels vibrant and full of energy - like being taken on a joyous wave of diversity, freedom and festive moments to celebrate together.

Chrysanthemums fit perfectly with this feeling. With their wide range in all the colours of the rainbow, they show how versatile they are: sometimes playful, sometimes powerful, sometimes soft - but always surprising. They fit perfectly with the open expressive mood that is so typical of this time of year.

In this theme, we take you on a real Rainbow Ride: a colourful mix of optimism, joy and pure summer lust for life. Bring on that festival summer; the chrysanthemum is ready for it!



*View and download  
all chrysanthemum  
images for this theme*

# COLOURFUL CAPSULE

Tall glass vases full of chrysanthemums in every possible vivid colour: this creation irresistibly draws the eye. It's a cheerful, distinctive floral display that creates instant atmosphere and lends itself perfectly to a nice spot in the home or at an event.

The chrysanthemums are tightly packed in the simple glass vases, creating a full, rich mass of flowers. The base disappears completely into the whole - all the focus is on the flower itself: pure, colourful and bursting with character.

## SHOPPING LIST:

Santini: AAA Aurinko, AAA Purpetta, Melissa Red,  
Rossi Lobster, Miller Lavender, Miller Smokey, Miri Yellow  
Spray: Purple Star, Deligreen, Woodpecker, Haydar  
Disbud: Paladov Dark, Brasiliana

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# RAINBOW RIDE



# EVERYTHING IS LOVE

The word "AMOUR" is brought to life in organic floral letters in this design. Each letter is filled with chrysanthemums in bold, radiant colours, instantly giving the whole arrangement a warm and joyful look. It feels playful, inviting and full of positive energy.

This arrangement is pure statement floristry. The message is clear: everything is about love, in one form or another. The combination of the colours and the shape of the letters make this creation a real stunner that works perfectly as an eye-catching decor piece, statement feature or photo opportunity.

The large chrysanthemums create a nice contrast with the compact layer of santinis and add a playful rhythm to the whole arrangement. This keeps the design vibrant, dynamic and a joy to look at repeatedly - we love it!

## SHOPPING LIST:

Santini: Melissa Red, AAA Edvaldo, AAA Aurinko,

Rossi Splendid, AAA Purpetta, Calimero Minty

Spray: Woodpecker, Deligreen

Disbud: Lamira Red, Brasiliana

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## RAINBOW RIDE

## AMOUR



MAY - OCTOBER

# SAVED SUNSHINE

That summer feeling: we want to hang on to it for as long as possible. Even when the holidays are over and late summer slowly transitions to warm autumnal tones, that relaxed, carefree feeling still beckons. And it's exactly that feeling that chrysanthemums evoke so effortlessly.

With its uncomplicated charm, vibrant colours, surprising contrasts and warm appearance, the chrysanthemum brings that summery, light feeling to life. It reminds us of sunny days, spontaneous trips and those pure, warm moments together.

Saved Sunshine – those golden moments that make us pause and savour the little things that make life beautiful.



*View and download  
all chrysanthemum  
images for this theme*

# FLOWER BOX

A cheerful collection of flowers in colourful boxes that immediately attracts attention. These compact, playful arrangements come in different shapes, sizes and colour combinations, adding a light, surprising twist to any moment.

They are ideal as a small gesture, as a thank-you gift, or just to add some extra atmosphere to your home. Accessible, spontaneous and easy to carry; exactly the kind of floral gifts that make people happy without needing to make it complicated.

Whether you display them together or just set out a single box, they always do well. It's a practical, easy-to-sell concept that suits every style and every occasion.

Tip: Let customers add their own travel memories - like a seashell, a piece of jewellery or a feather - for a subtle personal touch.

## SHOPPING LIST:

Santini: Miller Yellow, Madiba® Tyolo Salmon, Yin Yang® Golden,

AAA Bumper, Rossi Lobster

Spray: Delianne White, Rihanna

Disbud: Magnum Yellow, Kalimba® Orange

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current range](#)



# SAVED SUNSHINE



# DANCING STARS

A colourful bouquet that encapsulates the full vibrancy and joy of a summer holiday. Unique, special and unforgettable. A beautiful reminder, a thank you or a warm welcome!

With its strong contrasts, intense colours and emotional appeal, this bouquet marks the transition from summer to autumn. And because we want to hang on to the good summer feeling, this bouquet is extra positive, airy and bound simply. Star-shaped leaves and fine dill symbolise the poetry of this transition.

## SHOPPING LIST:

Santini: Miller Yellow, Madiba® Cherry Tyolo, Yin Yang® Golden,

AAA Bumper

Spray: Delianne White, Rihanna, Deligreen

Disbud: Magnum Yellow, Kalimba® Orange

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SAVED  
SUNSHINE





# FAMILY



# WARMTH



OCTOBER - DECEMBER

# SEASONAL SPARKLE

It has finally arrived: the cosiest time of the year! A time which is all about being together, when we seek out the light in dark days and make room for moments that really matter. That warm, connected mood translates into a distinct autumn and winter theme this season with rich colours, soft shimmer and a touch of luxury.

Chrysanthemums fit perfectly with this trend. They can shine in striking designs, but are equally at home in a warm, sophisticated setting. Deep reds, rich purple tones and soft salmon nuances instantly conjure up a feeling of warmth and elegance.

For florists, chrysanthemums are real mood-makers at this time of year: versatile, full of character and ideal for lending winter arrangements that little extra glow and softness that makes this season so special.



*View and download  
all chrysanthemum  
images for this theme*

# WINTER CLOUD

This eye-catching yet airy cloud of chrysanthemums and poinsettias instantly draws attention. The rich colour tones and compact way of working lends a warm, full winter look to this arrangement.

The flower cloud can work in many places: over the table, on the door or as a playful element in the room. Cloud shapes are bang on trend right now and popular with consumers. The densely arranged flowers and strong colours create a real wow factor.

The base consists of curved copper wires with floral foam in which the flowers are placed tightly together. The combination of chrysanthemums, eucalyptus with berries, coloured statice and poinsettias gives the display an atmospheric winter look - a floral arrangement that brings a soft winter glow to even the darkest of days.

## SHOPPING LIST:

Santini: Miller Apricot, Calimero Dark Pink, Melissa Red,

Jinda red, Rossi Lobster

Spray: Serenity Sweet Peach, Purple Star

Disbud: Saffina Dark, Palador Dark

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SEASONAL  
SPARKLE

# FLOWER RIBBON

An attractive floral ribbon to display on the festive table, made with the most beautiful chrysanthemums in trendy colour accents complemented with cinnamon and fragrant cloves. The result is a warm, natural table styling that looks festive without being over the top.

The base is edged with cinnamon, giving it a calm, pure look. In a heated room, the gentle aroma of cinnamon, cloves and pine greenery is released beautifully - an extra bit of experience!

It's a versatile table decoration that you can easily customise in terms of length or colour. Natural, wintry and festively cosy. And the nice thing is that it's easy to make and always popular with those who enjoy spending a great evening around the dinner table.

## SHOPPING LIST:

Santini: Miller Apricot

Spray: Serenity Sweet Peach

Disbud: Saffina Dark

*View the  
current range*



# SEASONAL SPARKLE



# STARBURST

A star made of chrysanthemums that could not be more beautiful or radiant.

Warm, festive and bursting with colour - this creation immediately catches the eye.

The classic star shape is given a modern twist here. The edging of dried hydrangea lends a soft, almost poetic touch, while the full chrysanthemums and rich tones ensure colourful volume and atmosphere.

In other words: the perfect spectacle arrangement for the winter and Advent season.

This starburst enables you to surprise your customers and bring warmth and light to the dark month of December.

## SHOPPING LIST:

Santini: Miller Pink, Melissa Red, Pixel® Blush,

yin Yang® Smokey

Spray: Serenity Sweet Peach

Disbud: -

[View the  
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# SEASONAL SPARKLE





Elisabeth Schoenemann. Photo: Yves Sucksdorff

“Thanks to its huge variety of colours, shapes and sizes, the chrysanthemum is the perfect flower for trend collections. It is also exceptionally strong, lending itself to various uses, from airy bouquets to compact arrangements. The chrysanthemum offers 1001 possibilities, which is something few other flowers manage so effortlessly.

I created all the designs in this lookbook with aim of making them easy to sell and practical. The result is inspirational ideas that can easily be implemented in different sizes and variations. Trend-focused, commercially strong and ready for use on the shop floor straight away.”

**Elisabeth Schoenemann**  
Project manager  
FDF GmbH

**Just**  
chrysanthemum  
FOR THE WIN!

# DID YOU KNOW?

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NEWSLETTER PACKED  
WITH SEASONAL  
INSPIRATION**



**There are more than 200 varieties 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](http://www.justchrys.com)**



**Justchrys.com**

# SHARE YOUR CHRYSANTHEMUM CREATIONS!

Florists create the most beautiful floral work - and we would love to see yours!  
Show us how you produce the most inspiring creations with chrysanthemums.

Grab your camera, capture your best chrysanthemum work and  
share it on social media with the hashtag

**#JUSTCHRYS**

We look forward to admiring your creativity!



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