



# DESIGN FILE

Commercial Hydrangea Bouquets



## Hydrangea, the superstar in your bouquets

*The hydrangea is a flower that allows you to break from normality, thanks to its impressive form and volume. For professional florists, it offers great bang-for-buck with opportunities to create something special using just a few stems. Since cut hydrangea is available in both fresh and classic varieties, it can bring success to florists throughout the seasons.*

### *Fresh & Classic*

*Hydrangeas are grouped into Fresh and Classic types. 'Fresh' refers to hydrangeas that are cut with their original colour such as white, green, pink, blue and purple. During flowering, hydrangeas change colour and their original shade blends with various hues of green. If left to grow, once they have completed their colour change, they usually end up an autumnal red. When a hydrangea is cut after its colour change, we call it a 'Classic' variety. Cutting the stem will stop the colour changing process, so a grower decides on a hydrangea's colour the moment they cut it.*

### *Planning*

*Cut flower hydrangeas are available year-round, offering the best range during the months of May to November.*

*March to October are the best months for 'Fresh' hydrangeas.*

*'Classic' hydrangeas are available from June to the end of February.*

## How to use this design file

*The hydrangea is a true superstar, needing little embellishment to shine.*

*This design file showcases a range of ideas for commercial floristry with hydrangeas.*

*We share inspirational ways to create different shapes with your designs using just one, three or five hydrangeas. You'll see the wide spectrum of colours available, and we offer suggestions for complimentary flowers and foliage to combine together with hydrangea. Our digital bouquet examples provide the perfect base for creating your own commercial designs that will delight your customers. Of course, there's always room for your creativity.*



**I** = Bouquet shape

**II** = Hydrangea

**III** = Additional products

**IV** = Bouquet suggestion & specification



# *Bubbles & Bubbles*



Soft tones



Organic shapes



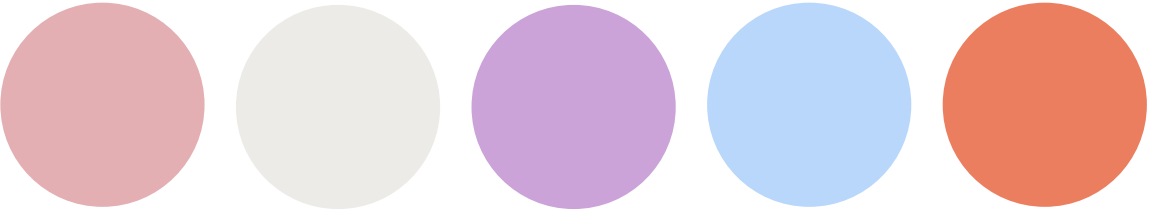
*This theme revolves around the organic shapes and the fantastic soft tones of cut hydrangeas. Whether your customers are celebrating love, new beginnings or life's precious moments, these bouquets represent beauty and grace.*



Celebration



*The colour palette, ranging from white, soft pink to blue and coral tones, makes every festive occasion a vibrant success!*



**Bubbles & Bubbles**

## I Bouquet shape



1x Hydrangea



3x Hydrangea



5x Hydrangea

### Technique:

Place the additional flowers deep among the hydrangea flowers in clusters and surround the bouquet with foliage with soft, rounded shapes for the perfect finishing touch.

# Bubbles & Bubbles

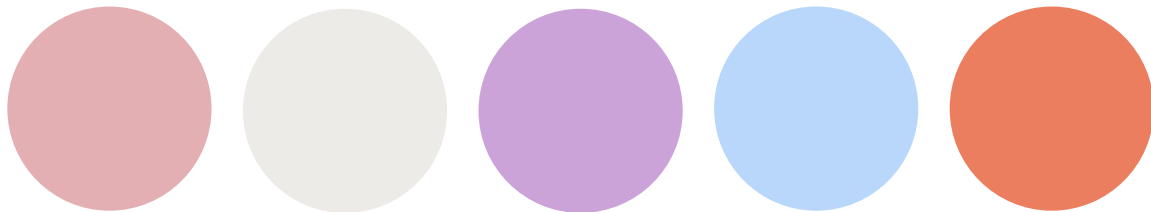
II *Hydrangea assortment*



*Fresh*



*Classics*



***Bubbles & Bubbles***

III *Additional products*



*Delphinium*



*Dahlia*



*Freesia*



*Rosa*



*Gerbera*



*Chrysanthemum*



*Paeonia*



*Ranunculus*



*Orchidaceae*



*Echinops*



*Eucalyptus*



*Cineraria*

***Bubbles & Bubbles***

## IV Bouquet suggestion 1



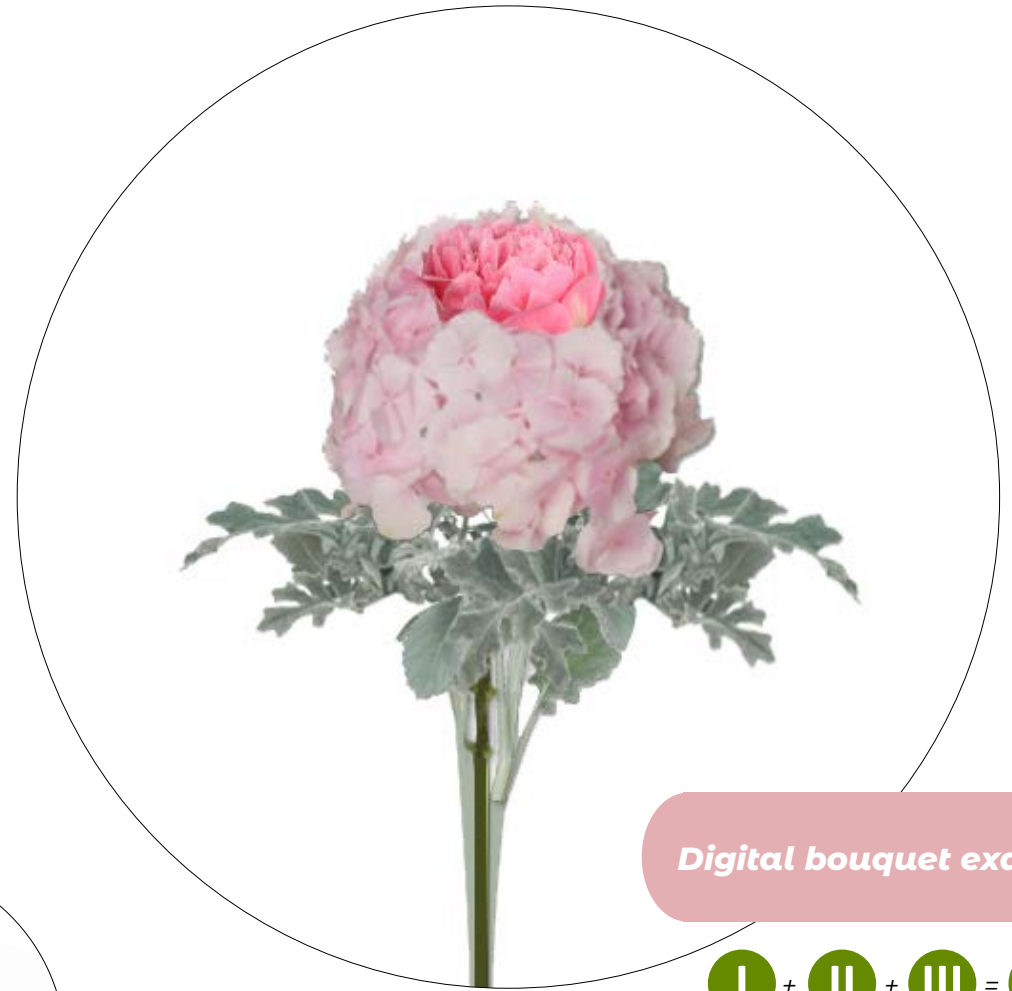
II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

$$I + II + III = IV$$

# Bubbles & Bubbles



## IV Bouquet suggestion 2



II = Hydrangea



I = Bouquet shape



III = Additional products

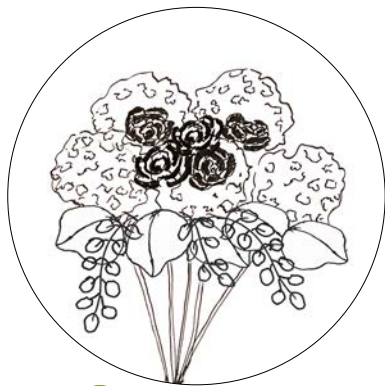


Digital bouquet example

$$I + II + III = IV$$

# Bubbles & Bubbles

# IV Bouquet suggestion 3



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

## Bubbles & Bubbles



*Need more inspiration?  
Check out our socials!*





*Natural explosion*



*Brightness*



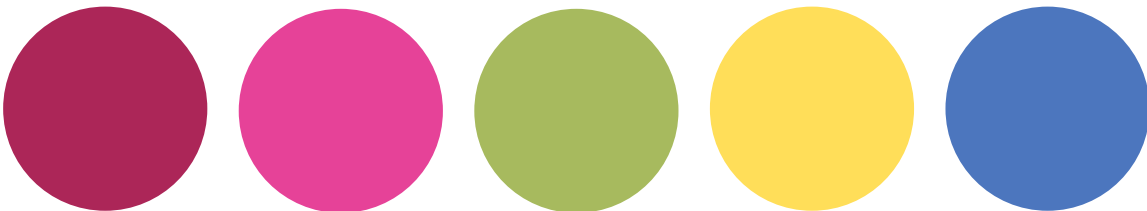
*Powerful*



*Explosive power! This theme revolves around the colourful combinations you can create with cut hydrangeas. It's bright, bold, in-your-face, and not for those who want to play it safe.*



*Expressive*



*Natural explosion*

## I Bouquet shape



1x Hydrangea



3x Hydrangea



5x Hydrangea

### Technique:

Make the bouquet explode in terms of shape by giving them the space they deserve! A celebration of expressive shapes and lines that complement each other beautifully.

**natural explosion**

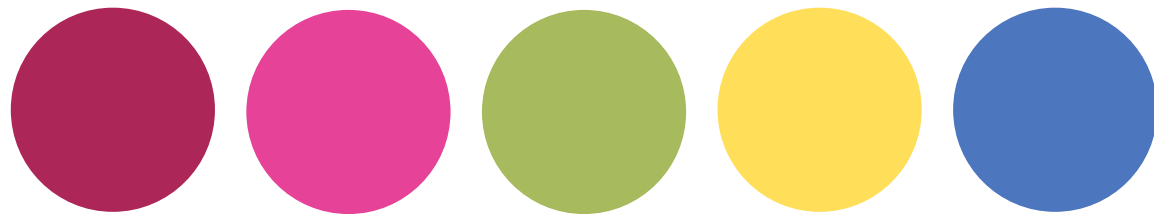
II *Hydrangea assortment*



*Fresh*



*Classics*



***Natural explosion***

III *Additional products*



*Gladiolus*



*Gerbera*



*Delphinium*



*Gloriosa*



*Agapanthus*



*Craspedia*



*Panicum*



*Eremurus*



*Antirrhinum*



*Kniphofia*



*Lauroscerasus*



*Phoenix*

***Natural explosion***



## IV Bouquet suggestion 1



II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

$$I + II + III = IV$$

**Natural explosion**

## IV Bouquet suggestion 2



II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

$$I + II + III = IV$$

**Natural explosion**

# IV Bouquet suggestion 3



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

*Natural explosion*



*Need more inspiration?  
Check out our socials!*



# *Earthly Elegance*





*Garden feeling*



*Purity*



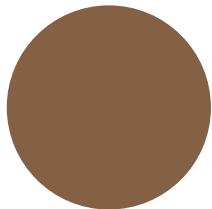
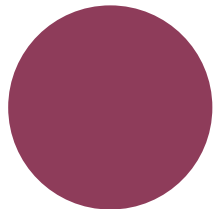
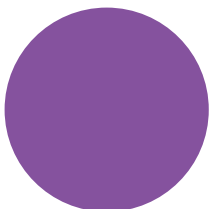
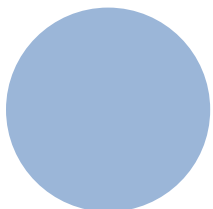
*Earthy tones*



*This theme will give you the feeling of stepping into a beautiful wild garden. It's based on the natural shapes of the cut hydrangea: pure and elegant.*

*Combine this natural beauty with fragrant herbs or robust branches, and you will see how they enhance the hydrangeas. The colour palette, ranging from green-blue to purple-dark red, completes the overall natural feel.*

*Bring a relaxed outdoor feeling inside with these earthy and elegant bouquets.*



*Earthy Elegance*

## I Bouquet shape



1x Hydrangea



3x Hydrangea



5x Hydrangea

### Technique:

Arrange the additional flowers naturally around the cut hydrangea, letting them open up and giving each one its own space. Adding some long branches will truly elevate the look.

# Earthly Elegance

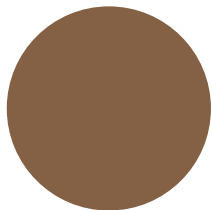
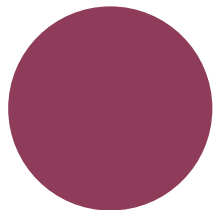
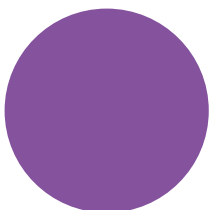
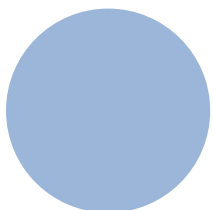
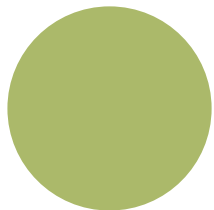
II *Hydrangea assortment*



*Fresh*



*Classics*



*Earthy Elegance*



### III Additional products



*Clematis*



*Callicarpa*



*Cynara*



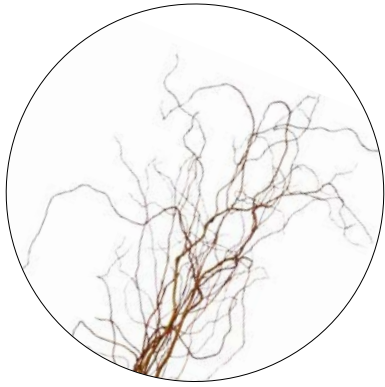
*Betula*



*Cotinus*



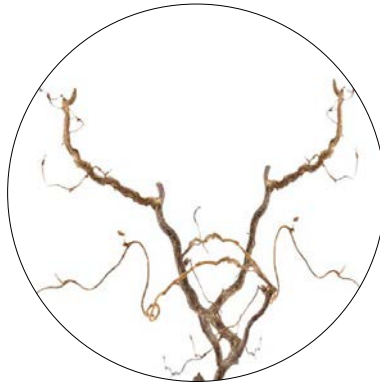
*Eucalyptus*



*Salix*



*Rosamarinus*



*Corylus*



*Thymus*



*Symphoricarpus*



*Syringa*

**Earthly Elegance**

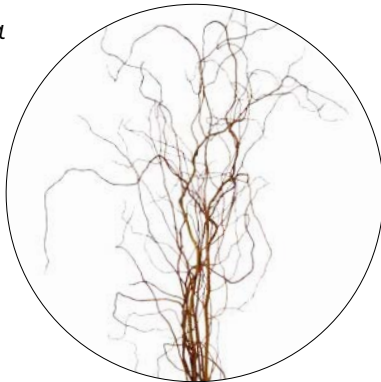
## IV Bouquet suggestion 1



II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

$$I + II + III = IV$$

# Earthy Elegance

## IV Bouquet suggestion 2



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

# Earthly Elegance

# IV Bouquet suggestion 3



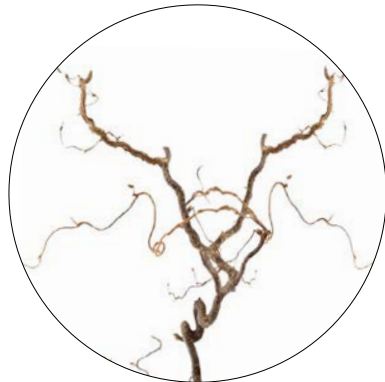
I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

## Earthly Elegance



*Need more inspiration?  
Check out our socials!*



# *Everlasting Charm*





*Eco-friendly*



*Autumn tones*



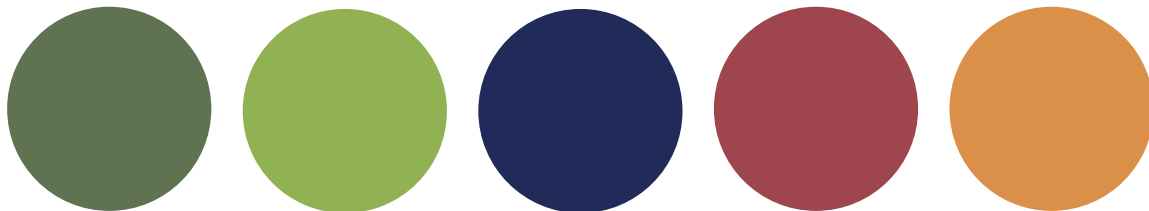
*Long-lasting*



*Introducing our stunning autumn-themed bouquets featuring classic hydrangeas. Combine the hydrangeas with other flowers and grasses that can be dried like classic hydrangea, ensuring their beauty for weeks or even months.*

*These bouquets not only radiate timeless charm with its warm autumn colours but also embody sustainability, as dried flowers are an eco-friendly choice that lasts.*

*Enjoy the beauty of autumn indoors for an extended period with this sustainable and captivating bouquets!*



*Everlasting Charm*

## I Bouquet shape



1x Hydrangea



3x Hydrangea



5x Hydrangea

### Technique:

Securely tie the flowers together, selecting hydrangea blooms and other flowers and grasses known for their long-lasting and drying properties, ensuring enjoyment of the entire bouquet for months.

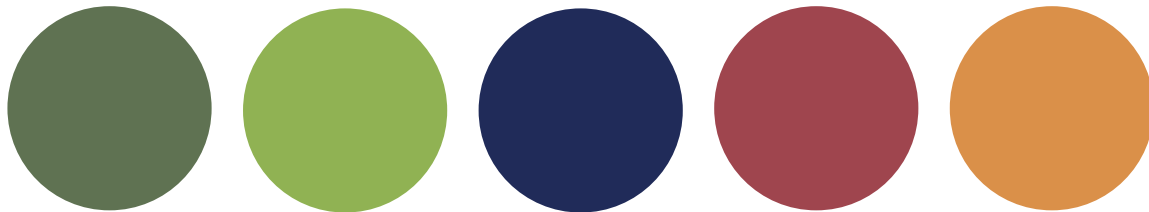
# Everlasting Charm



II *Hydrangea assortment*



*Classics*



*Everlasting Charm*

III *Additional products*



*Cartamus*



*Pampas*



*Rosa*



*Limonium*



*Achillea*



*Amaranthus*



*Hypericum*



*Crocosmia*



*Dipsacus*



*Eryngium*



*Setaria*



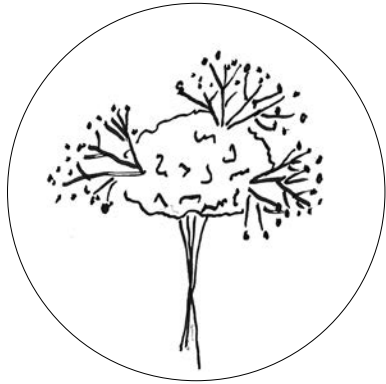
*Sanguisorba*

*Everlasting Charm*

## IV Bouquet suggestion 1



II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

I + II + III = IV

# Everlasting Charm

## IV Bouquet suggestion 2



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

# Everlasting Charm

## IV Bouquet suggestion 3



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

# Everlasting Charm



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