



# DESIGN FILE

Commercial Hydrangea Bouquets

# EXOTIC SHAPES

Combine exotics with hydrangea to form a surprising but delightful combination. The bright colours and striking shapes of tropical flowers and foliage contrast to create an oasis that is colourful yet calm. Exotic designs create big impact which equals big commercial success. Remember to leave plenty of breathing space around the flower heads, creating a look that will elevate any style from the humdrum.



- | Bright tones
- | Contrasting shapes
- | Exotic materials

# 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

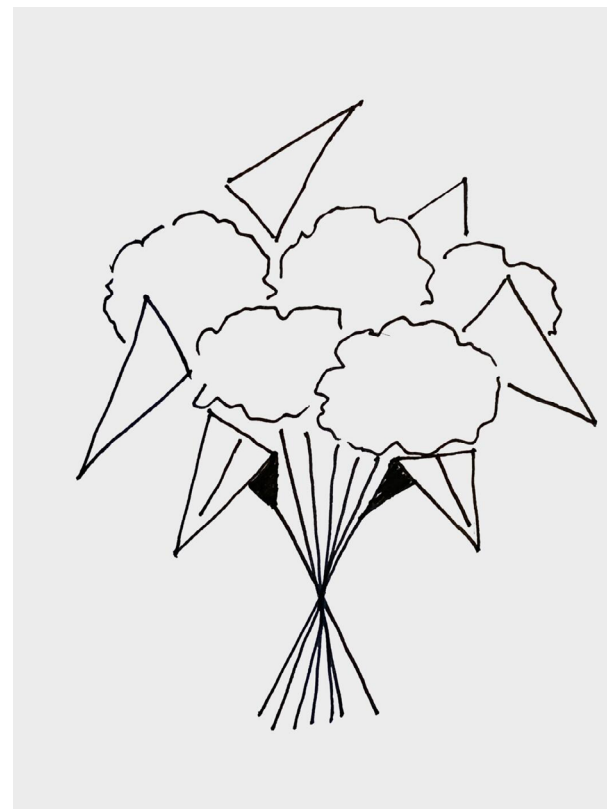
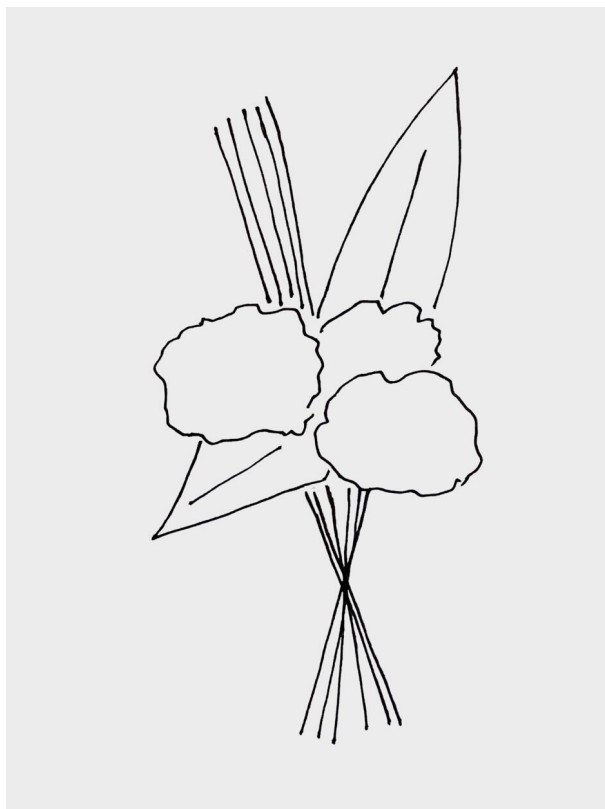
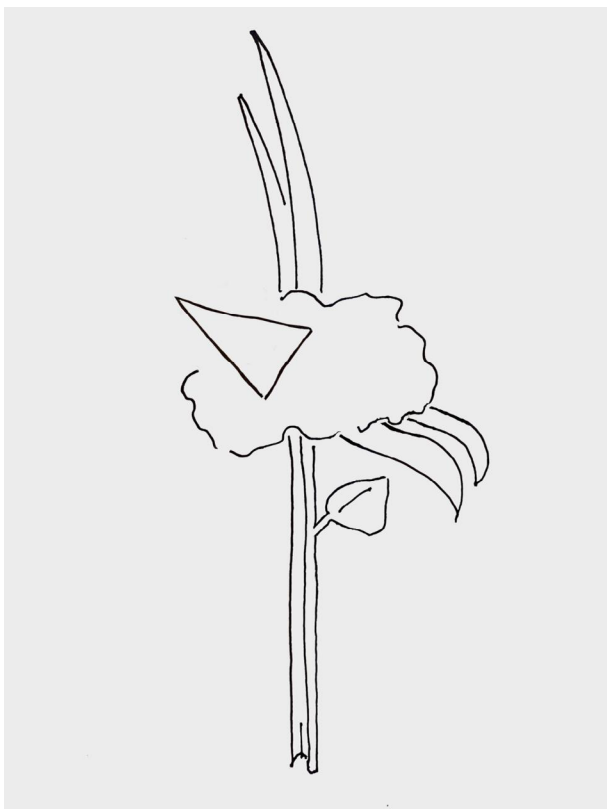
II = Hydrangea

III = Additional products

IV = Bouquet suggestion & specification



## EXOTIC SHAPES







HYDRANGEA

## EXOTIC SHAPES

### FRESH

### CLASSIC





## EXOTIC SHAPES



Monstera



Phoenix



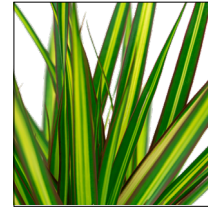
Draceana



Chamerops



Aspedistra



Pandanus



Lucky Bamboe



Strelitzia



Coral Fern



Olea



Aralia



Salal



Anthurium



Cymbidium



Vanda



Phalaenopsis



Protea Nutans



Strelitzia



Gloriosa



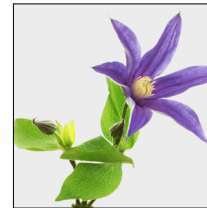
Crocosmia



Anigozanthos



Craspedia



Clematis



Heliconia

## BOUQUET SUGGESTION 1

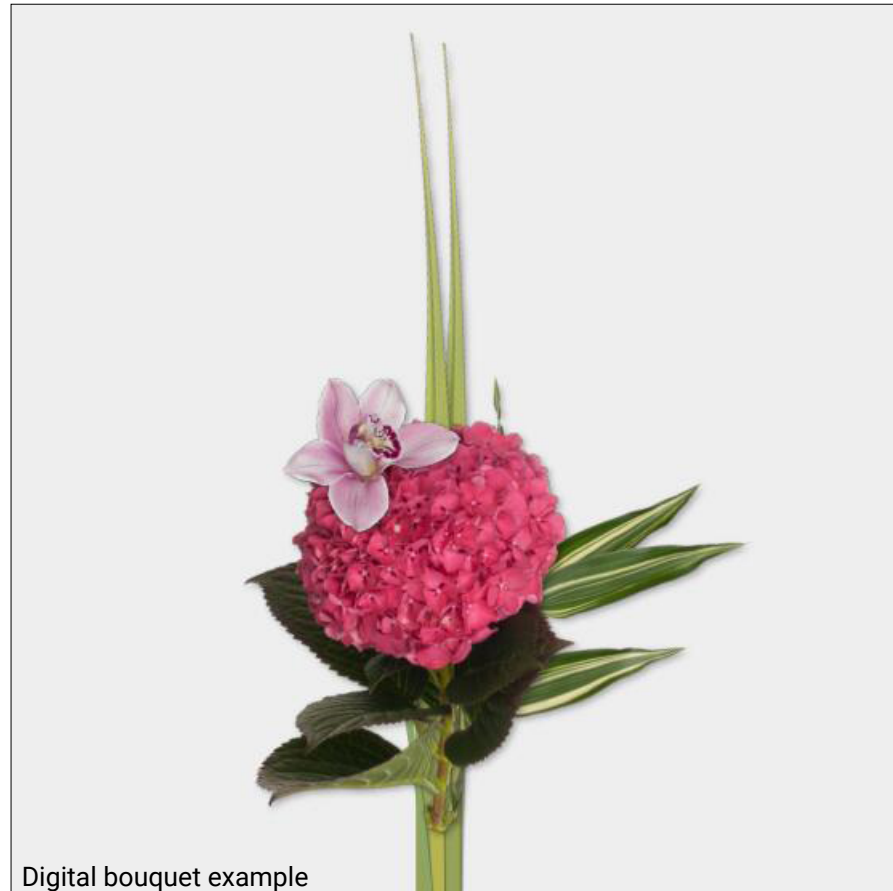
## EXOTIC SHAPES

### SPECIFICATION

- 1 x Hydrangea pink
- 2 x Pandanus
- 1 x Cymbidium
- 1 x Dracaena

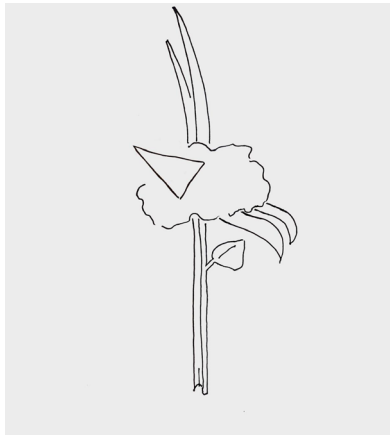
$$\text{I} + \text{II} + \text{III} = \text{IV}$$

IV



Digital bouquet example

I



II



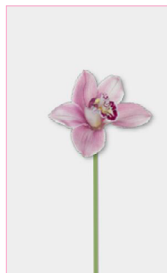
III



Pandanus



Dracaena



Cymbidium



## BOUQUET SUGGESTION 2

## EXOTIC SHAPES

### SPECIFICATION

- 3 x Hydrangea purple
- 5 x Salal
- 2 x Strelitzia
- 1 x Strelitzia leaf

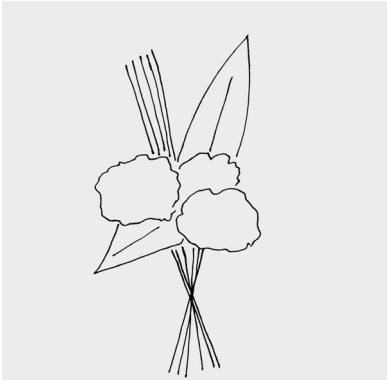
$$\text{I} + \text{II} + \text{III} = \text{IV}$$

IV



Digital bouquet example

I



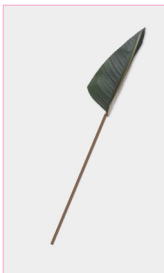
II



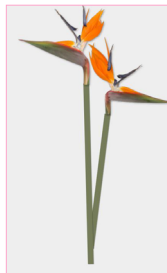
III



Salal



Strelitzia leaf



Strelitzia

## BOUQUET SUGGESTION 3

## EXOTIC SHAPES

### SPECIFICATION

- 3 x Hydrangea green
- 2 x Hydrangea pink
- 5 x Salal
- 1 x Vanda
- 4 x Clematis

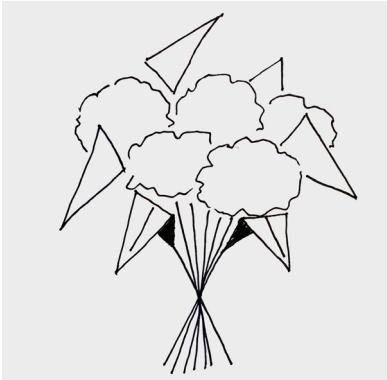
$$\text{I} + \text{II} + \text{III} = \text{IV}$$

IV



Digital bouquet example

I



II



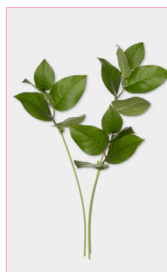
III



Vanda



Clematis

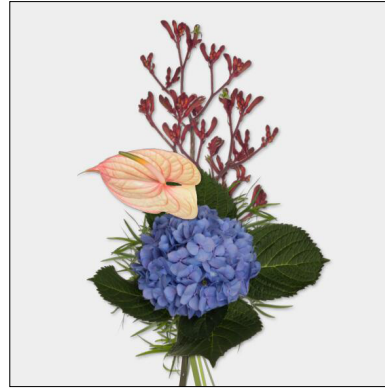
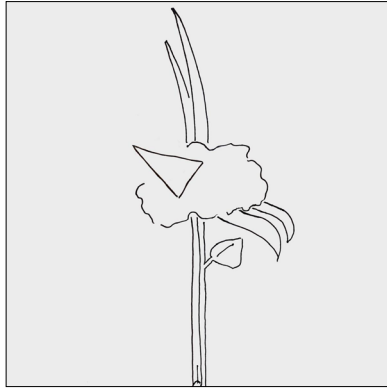


Salal

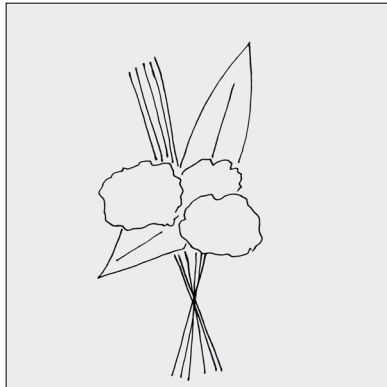
## COLLECTION OVERVIEW

## EXOTIC SHAPES

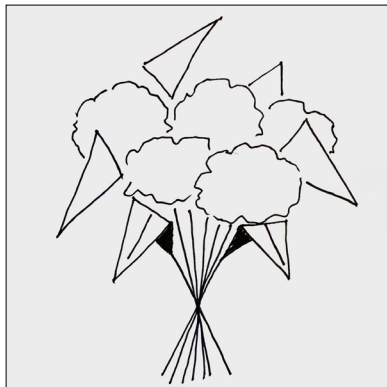
1



2



3



Digital bouquet examples





For the florists there are handy tips to use the hydrangea in bouquets.

Read the complete design file [here](#)!

Need more inspiration?  
Check out our socials!

