



Earthly Elegance

DESIGN FILE

Commercial Hydrangea Bouquets

 HYDRANGEA
WORLD.COM



Purity



Garden feeling

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.

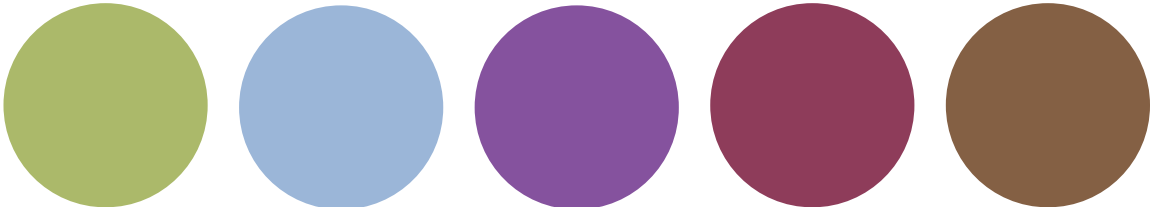


Earthy tones



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.



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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

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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.

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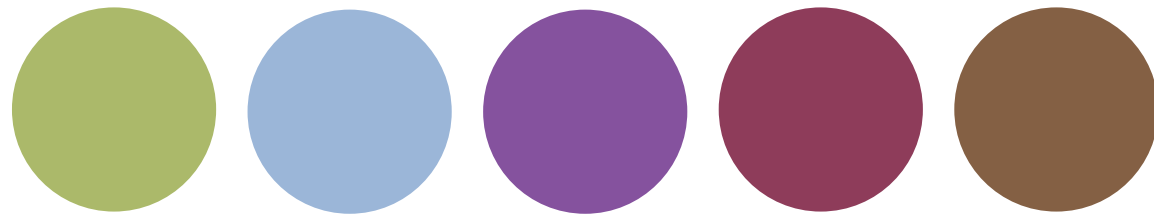
II *Hydrangea assortment*



Fresh



Classics



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III *Additional products*



Clematis



Callicarpa



Cynara



Betula



Cotinus



Eucalyptus



Salix



Rosamarinus



Corylus



Thymus



Symphoricarpus



Syringa

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IV Bouquet suggestion 1



II = Hydrangea



I = Bouquet shape



III = Additional products



Digital bouquet example

$$I + II + III = IV$$

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IV Bouquet suggestion 2



I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

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IV Bouquet suggestion 3



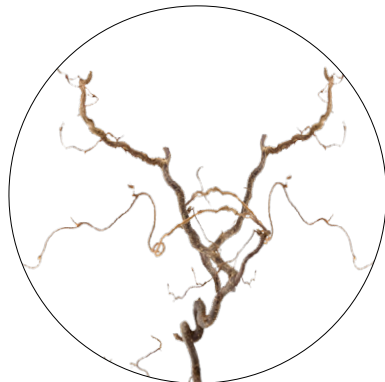
I = Bouquet shape



II = Hydrangea



III = Additional products



Digital bouquet example

I + II + III = IV

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

Read the complete design [here!](#)

Need more inspiration? Check out our socials!

