

# Learn the tricks of flower design with Cymbidium

from top arranger Joan Stam

## Chapter 1

The lavish beauty of autumn concentrated in a bouquet



Cymbidium's rich colour palette offers florists plenty of choice all year round. By choosing three warm shades - yellow, brown and fuchsia - Joan immediately captures the rich appeal of autumn. The lushly branched flowers give the arrangement instant sturdiness and volume. Cut off the bottom flowers (and keep them aside for another creation, such as a low table decoration). Joan combines the stately flowers of

Cymbidium with dashing grasses. The result is an irregular natural shape; perfect for autumn. This autumn creation is also particularly long-lasting. This appeals to consumers and business customers alike.

**Joan's tip: See what happens when you present the autumn bouquet in different vases, e.g. natural, modern and classic. The bouquet looks slightly different each time, appealing to different customer groups.**



## Chapter 2

### Fairytale winter bouquet in frosty colour combination



For the winter bouquet, Joan chose flowers in shades of lilac, soft green and two shades of pink (very light and slightly darker). A cool frosty colour combination that looks fairy-like. In Joan's autumn bouquet, Cymbidiums form the base; in the winter bouquet it is the other way round. The core consists of compact flowers (though irregularly shaped). He makes the Cymbidiums stand out asymmetrically. Now Cymbidiums are already real eye-catchers, but by styling them in this way, you reinforce that.

**Joan's tip: If you want to emphasise the winter look, add (more) wintry white materials, such as snowberry.**



The winter bouquet is a perfect starting point for a mood corner, complete with vase and accessories in the colour and style of the bouquet. Very tempting for customers to buy as a whole.

**Joan's tip: Could your vase sales use a boost? Use Cymbidium to dress up vases. This will make them much more attractive for sale.**

## Chapter 3

### Shop presentation tips: this is how to sell (more) Cymbidium!

Cymbidium do not present itself in regular vases, is Joan's firm opinion. This elegant beauty deserves its own vase. Preferably a special one that enhances its uniqueness. Extra advantage: you avoid damaging the flowers by presenting them separately. You can still create unity with several individual vases. Joan convincingly demonstrates this with this floral arrangement, in which a cobalt blue wood disc connects the individual vases. Adding a few chrysanthemums in the same bright shade of blue makes this arrangement totally on-trend. Prefer something less fierce? Then opt for natural shades.

***Joan's tip: Make sure you have clear prices for a collection of individual vases with Cymbidiums and other flowers: what does it cost as a whole? And can the flowers and vases also be bought separately?***

Cymbidium is a real diva on its own, but it allows more flowers in its entourage than you might think. Joan shows how the addition of three yellow callas completely changes the look of the autumn bouquet. Suddenly the yellow Cymbidium stands out. The mood changes too: from natural-wild to chic-stylish. How fun is it to try this out for yourself!

***Joan's tip: Bear in mind that every flower has a different formal language: stylised, natural, romantic... In combination with the colour palette of the Cymbidium, an infinite number of combinations are created which you can keep playing with.***







## Chapter 4

### Smart combining with Cymbidium

Little effort, much effect. Finally, Joan gives 6 inspiring tips for clever (and easy) combining Cymbidium. Be warned: these tips will make you want to get started right away!

1. Cymbidium **with fun element:**  
combine an XXL Cymbidium in a bold colour with large flowers or branches (or both) in an expressive colour and shape. The vase may also join in the spectacle.
2. Cymbidium **with holding materials:**  
fill a vase with holding materials and add a striking Cymbidium as an eye-catcher.



3. Cymbidium **with whimsical branches:** natural materials, with their whimsical shapes, create an interesting shape contrast with the stylised flowers of Cymbidium. Exciting to look at.



4. Cymbidium **with dried materials:** mix dried materials with one or a few leftover flowers. Beautiful in its simplicity.



5. Cymbidium **with decoration:** incorporate leftover flowers (in stick tubes) into a table decoration with decorative holding fruits and candles.



6. Cymbidium **with leftover flowers:** do you have some short flowers left over? Incorporate them into a small bouquet. Very tempting for consumers to take away as an extra.



*To learn more about the many ways to work with Cymbidium, as well as free promotional tools and advice, visit [www.cymbidium.info](http://www.cymbidium.info).*

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