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Dutch-Italo business alliance says yes to impress at Myplant

Wedding Flowers, a Dutch-Italo business alliance between Italy's leading horticultural trade exhibition Myplant&Garden, wedding magazine White Sposa, training and consulting firm Floweracademy.it, flower arranger and flower shop Dini Holtrop, certification scheme MPS, and flower food and plant care product supplier Chrysal International, will be prominently present at the forthcoming Myplant&Garden show, taking place between at Fiera Milano Rho convention centre between 19-21 February 2025.



Wedding Flowers's spokesman Charles Lansdorp says the group of companies is set to impress at Myplant with a purpose built wedding flowers-themed pavilion where florists, event planners, wholesalers and flower arrangers can find every flower and plant needed for a dream wedding.

The Wedding Flowers pavilion will host wedding-themed floral design shows, workshops and a spectacular wedding flowers showcase annexe business lounge and reception area where breeders will present their latest varieties.

Next year, Wedding Flowers will once again ride the green wave by putting sustainably grown flowers and sustainable flower food and plant care products in the limelight.

Lansdorp says that Wedding Flowers have every reason to capitalise on the popularity of sustainability now that Gen Z –

the people born between the nineties and the noughties roughly spanning 1995 to 2010 – are the new generational kids on the block. As they enter adulthood they become powerful consumers who care more about the planet's well-being and sustainable buying decisions than brand names.

Lansdorp says, "Historically, wedding flowers symbolised primarily romance and opulence. Yet, for the younger generation they have taken on a more symbolic and environmentally conscious meaning. Many young couples are also choosing flower arrangements that better suit their own life style. Wedding Flowers also play an increasingly important role in visual storytelling. It may even be the case that a sizeable number of today's brides opt for wedding flowers to impress both in real life and on Instagram."