

# ITALIAN WEDDING FLORALS RESPOND TO A NEW GENERATION

At Myplant & Garden, floral artists and wedding planners reimagine weddings for a new generation of couples

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Italy's wedding flower sector is adapting to more than just style—it's responding to generational values that are reshaping demand. At the Blooming Love showcase during Myplant & Garden 2025 in Milan, wedding planners, floral designers, and sustainability leaders came together to present a vision of wedding florals designed not only to impress but to reflect purpose. For professional growers, the message was clear: the future of the wedding flower market lies in a blend of aesthetics, provenance, and environmental integrity.

## GEN Z PRIORITIES

Today's younger couples are asking where their flowers come from—and how they were grown. Sustainability is not a fringe concern but a foundational one. Floral materials showcased at Weddingflowers and Blooming Love were sourced from responsible growers in Italy and the Netherlands, highlighting a shared commitment to certified, eco-conscious production. The participation of MPS (More Profitable Sustainability) underscored the role of certification schemes in lending credibility and visibility to growers' environmental efforts. Antonio Fracassi, MPS Area Manager for Italy, emphasised the growing importance of data-backed sustainability credentials in responding to new market demands.

## DESIGN DRIVEN BY CULTIVATION CHOICES

Dutch designer Dini Holtrop brought her Back to Nature concept to life, using exclusively natural

and sustainable materials—choices that begin at the farm gate. Her designs reflected not only creativity but also the intentional selection of varieties suited to low-input growing, long vase life, and climate resilience. These considerations, often invisible to the end consumer, are increasingly driving variety development and cultivation decisions for growers serving the wedding segment.



## PRACTICAL DEMANDS

Floral design trainer Marco Introini addressed a key concern for producers and retailers alike: post-harvest handling. His session provided technical insights into maintaining freshness from the greenhouse to the event, particularly critical for weddings, where precision timing and flawless presentation are non-negotiable. With logistics often complex and margins tight, his guidance reinforced the value of robust varieties and sound post-harvest practices.

## FROM NICHE TO NORM

Wedding planner Silvia Sottocasa echoed the shift toward authenticity and purpose in wedding design, calling for floral concepts that speak not just to beauty but to values. This evolution opens new opportunities for growers to differentiate their product offerings through storytelling, transparency, and sustainability. At the same time, it demands new levels of collaboration across the value chain—from breeder to bouquet.

## A NEW KIND OF DEMAND SIGNAL

With input from media partner *White Sposa* and support from Floweracademy.IT, Chrysal International, and OZ-Hami's Blooming Love event served as a barometer for the Italian wedding floral sector. For growers, it was a reminder that consumer trends are becoming production trends—and that the ability to meet them, credibly and creatively, will define the leaders in this evolving space.