

Weddingflowers to present ideas at 2025 Myplant & Garden in Milan

How to use flowers more sustainably in the wedding market?

Weddingflowers has announced that it will be attending Myplant & Garden 2025. It is a collaboration between Myplant&Garden, the publisher of the bridal magazine White Sposa, Floweracademy.it, Dini Holtrop, MPS Group, and Chrysal International.

Weddingflowers continues to develop year after year with exhibition spaces, installations, special events, fashion shows, live demonstrations, and workshops. It offers premium flower growers and breeders the opportunity to present their innovations and novelties in a special space with a reception area and lounge.



Weddingflowers will present ideas at Myplant & Garden 2025 on how to use flowers more sustainably in the wedding market. The so-called Gen Z is arriving, and this young generation is concerned about man's impact on the planet. Whereas flowers used to symbolize primarily romance and opulence, for the younger generation, they have taken on a more symbolic and environmentally conscious meaning.

Many young couples also choose flower arrangements that suit their style better. Flowers have also become an important part of visual storytelling. It may even be the case that flower choices are intended not only to impress in real life, but also to create the perfect Instagram moment.



For more information: