

From 23 until 25 February, the roses are set to shine in between the brides.

Avalanche+ to be present at Myplant & Garden in Milan

Avalanche+, the well-known rose bred by Dümme Orange, will be present at Myplant & Garden, the trade fair in Milan that will inspire wedding couples, wedding planners, florists, flower stylists and importers.



Thriving relationships

At this trade fair, the Avalanche+ team works in partnership with, among others, bridal magazine White Sposa, Patrizia Braida's Bloom's Accademy, bridal label Morilee and exporter OZ Export. In the wedding area, White Sposa's booth will be decorated with roses by Bloom's Accademy, with OZ Export looking after the transport.

Glamour and inspiration

Not only are Avalanche+ roses incorporated into the decor, they also feature in inspirational bouquets for the models who will be showing Morilee's bridal wear during the seminar for wedding planners on 24 February. The accompanying photo shoot is organised by White Sposa, who will also publish the images.

Wedding influencers

After the fair, a Wedding Webshop campaign will be launched in collaboration with exporter

OZ Export. The campaign will start in week 11 and will involve some important Italian wedding influencers to draw extra attention to the romantic and elegant character of Avalanche+ online.



Avalanche+®

Stronger together

The collaboration with OZ Export is an excellent example of how to combine the marketing power of two supply chain partners. The connection was made during the Ornamental Horticulture Marketing Event in Floriworld where Roy van Kester (Marketing Manager Avalanche+) and Loes Klop (Marketing Manager OZ Export) met and both immediately became excited about working together at the marketing level.

Looking to the future

According to Klop, OZ Export is looking to position itself more strongly as an exporter in the field of wedding flowers with its customers – import wholesalers – on the Italian florist/wedding market. In turn, Avalanche+ is keen to increase brand awareness in that same market. "It is an excellent opportunity to achieve both goals through collaboration," says Roy van Kester. "Not just for the trade fair. We have an activity plan in place for a longer period. We both really believe in this."