

Blooming Love and Weddingflowers:

"A celebration of sustainability in the wedding industry"

The recent Blooming Love event and Weddingflowers at the Myplant & Garden 2025 exhibition placed sustainability at the heart of their mission, offering a floral showcase designed to inspire wedding planners, florists, and professionals within the wedding industry. With a focus on enchanting and surprising Gen Z couples, the event brought together creativity, eco-consciousness, and cutting-edge floral design.



Floral designer Dini Holtrop shared her vision through the Back to Nature concept, blending the simplicity and elegance of nature with contemporary floral artistry. Her bouquets were beautifully paired with exquisite gowns designed by Sara Radice, creating a harmonious fusion of fashion and florals.



Wedding planner Silvia Sottocasa presented innovative approaches to tailoring every wedding detail to meet the unique preferences of Gen Z couples. Her focus on sustainability, originality, and authenticity demonstrated how to craft unforgettable experiences that reflect the values and lifestyle of today's younger generations.



The flowers showcased at Weddingflowers were sourced from growers in Italy and the Netherlands, emphasizing responsible and high-quality production. Floral design expert and trainer Marco Introini provided practical insights on proper flower care, ensuring that every bloom remains fresh and vibrant.



A highlight of the event was the participation of MPS, a leader in sustainability certification within the floriculture sector. Antonio Fracassi, MPS Area Manager for Italy, delivered an insightful presentation offering florists and wedding planners valuable knowledge on sustainable practices within the industry. Weddingflowers and Blooming Love were made possible through the collaboration of Myplant & Garden, Chrysal International, Floweracademy.IT, White Sposa, OZ-Hami, and Dini Holtrop—each bringing their expertise to create an inspiring and meaningful event for the future of weddings.



For more information:

Myplant & Garden

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