

A vibrant bouquet of flowers in a silver bucket on a black stool. The bouquet features a mix of purple hydrangeas, orange roses, pink chrysanthemums, and various greenery. The flowers are wrapped in white paper and placed on a black metal stool with three legs. The background is a dark window frame with light coming through.

SEASONS

& HOLIDAYS

LOOKBOOK



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SEASONS & HOLIDAYS LOOKBOOK

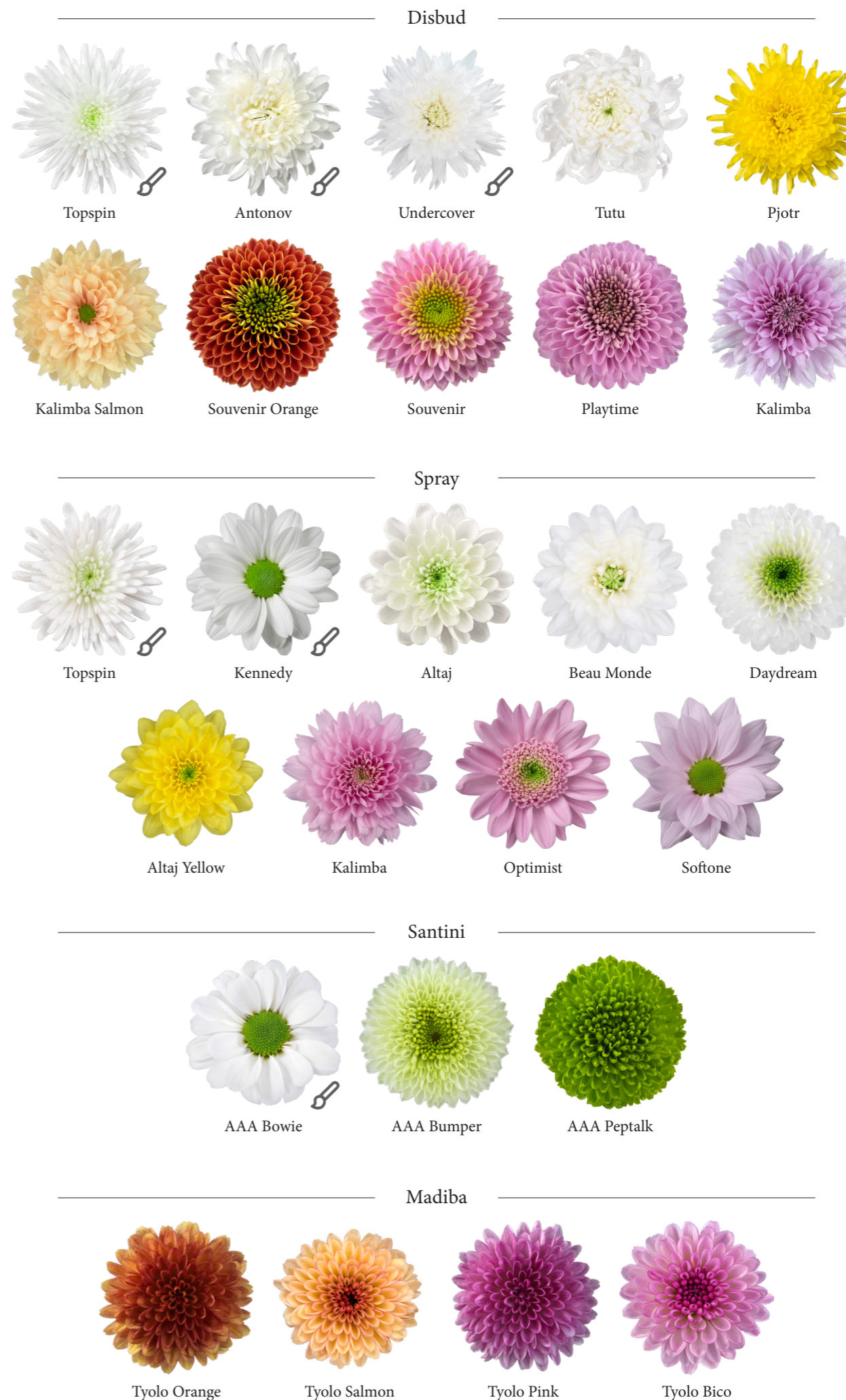
Year-Round Chrysanthemum Inspirations

Welcome to the colourful world of the chrysanthemum! In this inspirational magazine, we take you on a journey through the seasons, focusing on one flower: the versatile chrysanthemum. Whether it's winter, spring, summer, or autumn, the chrysanthemum continually proves its ability to adapt effortlessly to any occasion and season. From stylish winter bouquets to vibrant summer blooms, this flower truly has it all.

In this magazine, we show you how chrysanthemums can help your creativity blossom year-round. We begin with an exclusive interview with Karina Khadzhymatova, the talented florist behind the beautiful arrangements featured here. Next, you'll discover inspiring floral arrangements for Valentine's Day, International Women's Day, and Mother's Day—occasions when flowers speak the language of love and appreciation.

We'll guide you through spring and summer as nature awakens, and, of course, we've included autumn bouquets, where warm tones take centre stage. You'll also get an exclusive look behind the scenes at J&A Flowers, one of the leading growers of disbud chrysanthemums.

Be inspired by the versatility of the chrysanthemum, and discover how this unique flower plays an indispensable role all year round. Enjoy your reading journey!



Chrysanthemums: A Blend Of Luxury and Creativity

Karina from Flower Kitchen shares her passion for Chrysanthemums.

In the vibrant world of flowers, there are always people who take new paths and come up with fresh ideas. Karina, founder of Flower Kitchen, is one such person. With over 11 years of experience in the international flower industry and her expertise in luxury floral art, she enthusiastically shares her surprising discovery of the versatility of chrysanthemums.

An unexpected love for flowers

“Flowers have always been a part of my life, but in the beginning, it wasn’t really my choice,” Karina laughs. “My father thought I should study Garden and Landscape Architecture at the Agricultural University of Dnipro. What started as his wish slowly but surely became my own passion.”

After her studies, Karina started as a junior research associate in Kyiv, while working as a florist on the weekends. “What began as a weekend job grew into a lifelong passion for flowers. I worked on wedding decorations and quickly discovered that I loved being creative.” This turned out to be the beginning of an impressive career, where she worked on luxury floral projects worldwide – from France and Italy to Kazakhstan and Dubai. Her work included weddings with million-dollar budgets and collaborations with top brands like Loewe, Dior, and Mercedes-Benz.

The encounter with Dekker Chrysanten

Sometimes the best collaborations happen by chance, Karina explains. “I was invited to an open day at Dekker Chrysanten, but I wasn’t sure if I should go. I hardly ever used chrysanthemums in my work; I mostly worked with exclusive garden roses. But something inside me said, ‘Why not? Chrysanthemums could be a challenge!’ And they were – in the best possible way!”

During her visit, she was immediately captivated by the beautiful colours, shapes, and textures of the chrysanthemums. “I couldn’t wait to start working with them. From that moment, this flower gained a special place in my heart.”



Tyolo orange





KARINA KHADZHIMATOVA
KHADZHIMATOVA
FLOWERKITCHENBOOKING



Quality and creativity go hand in hand

What attracts Karina to chrysanthemums is the immense versatility of the flower. “The chrysanthemums from Dekker are of unparalleled quality. They are no longer just meant for cemeteries; they deserve a place in luxury bouquets and striking floral arrangements. From contemporary creations to elegant weddings, chrysanthemums are perfect for any occasion.”

Karina aims to inspire florists to see this flower differently. “Chrysanthemums are commercially just as valuable as roses, but they offer far more opportunities for creativity. The variety in colours and shapes is truly endless. You can do things with them that simply aren’t possible with other flowers.”

With her current project, Flower Kitchen, Karina wants to share her knowledge and experience with florists worldwide. “At Flower Kitchen, it’s all about creating commercial success stories by teaching florists how to use their creativity to stand out, and chrysanthemums play a big role in that.”

Colours full of emotion

At the moment, Karina has a strong preference for certain colours in her work. “I’m really into the combination of red and pink right now. Red represents passion and strength, while pink symbolizes softness and tranquillity. These colours perfectly reflect how I feel about the flower world and my work: it’s a mix of strength, tenderness, and creativity.”

“Chrysanthemums are not just flowers; they offer a unique opportunity to combine luxury and creativity with commercial success.”

A future full of possibilities

For Karina, the flower world is an endless source of inspiration. “Just like life itself, the flower industry is constantly evolving. I see every challenge as an opportunity to grow and innovate. My mission is to help florists discover their own creativity and create unique masterpieces – and believe me, chrysanthemums play a very important role in that!”





Warmth and Colour for Cold Days

As winter sets in and the days grow shorter and colder, chrysanthemums bring colour and life to the dark months. With their rich colours, and robust beauty, they serve as the radiant centrepiece of any winter bouquet. Chrysanthemums are an excellent choice for the winter season: they are strong, versatile, and available in a wide range of shades and forms, making them ideal for creating special arrangements. Whether you choose deep, warm shades such as dark reds and deep purples, or sparkling whites that add a touch of freshness, chrysanthemums offer endless possibilities for creating unique winter creations. A winter bouquet featuring chrysanthemums is not only visually stunning, but also radiates warmth and comfort—perfect for warding off the cold.



More inspiration



WINTER BLOOMS

The art of winter flower arranging



HEARTFELT FLORALS

Valentine's Day

Chrysanthemums are the perfect flowers to celebrate both love and admiration—whether it's for Valentine's Day or International Women's Day. Their versatile character and rich colour palette make them ideal for conveying feelings of affection, strength, and beauty.

With an elegant bouquet in soft pink and white for Valentine's Day and a striking bouquet in vibrant pink and yellow for International Women's Day, these flowers showcase the power of colour.

The soft pink in the Valentine's bouquet symbolizes love, tenderness, and appreciation—perfect for expressing romantic feelings. The addition of white brings a sense of purity and respect, making the bouquet extra special for this day of love and affection.

On the other hand, the vibrant pink of the bouquet for International Women's Day captures the essence of strength and femininity, while the bright yellow radiates a sense of joy and optimism. Together, these colours represent a powerful message of celebration and appreciation for the strong women in our lives. The combination of pink and yellow creates a striking and inspiring bouquet that pays tribute to the resilience and beauty of women.

Whether you want to surprise a loved one with a bouquet full of romance or honor an inspiring woman with flowers that reflect her strength and energy, chrysanthemums offer endless possibilities to convey your message in a special way. Let these colours inspire you to celebrate love and the power of women on these special days.



Altaj



Altaj
Yellow



Topspin

CELEBRATING HER

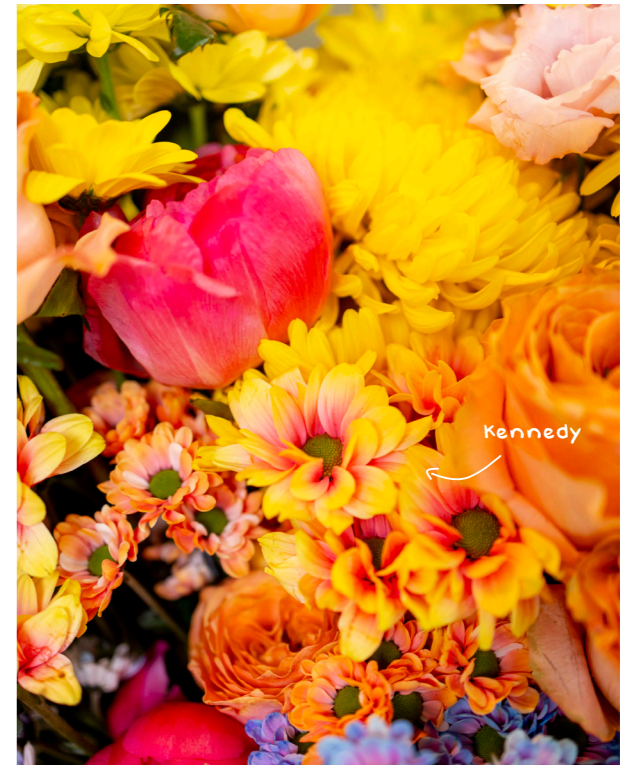
Flowers for International Women's Day



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A FRESH START

Vibrant spring bouquets



Spring Awakens: The Vibrant Beauty of Chrysanthemums

Spring brings a sparkle of new life and colours to nature, and chrysanthemums are a perfect addition to this refreshing change. With their vibrant hues and diverse shapes, chrysanthemums are ideal flowers to embrace the beauty of the season.

Whether you choose sunny yellows, fresh greens, or delicate pastels, chrysanthemums bring a sense of joy and optimism to any space. These flowers are perfect for spring arrangements, from cheerful bouquets to elegant table displays. Let the vibrant colours of chrysanthemums inspire you and make this spring a season filled with beauty and creativity.



Explore here!



BEAU

MONDE

BLOOMING EXTRAVAGANZA

In the colourful world of Dekker Chrysanten, innovation and dedication are our driving forces. Over the past 60 years, we have inspired the floriculture industry with new varieties, bold flower shapes and vibrant colour palettes. Our continuous quest for excellence has made us one of the leading players who collectively determine the direction of the chrysanthemum industry.

We continue to make the very best selections, cross genetically diverse varieties and carefully evaluate the resulting progeny to create new and improved chrysanthemums. With our targeted selection and crosses, we aim to develop chrysanthemums with distinctive characteristics, such as intense colours, longer life and improved resistances.

Besides being a breeder and propagator, Dekker Chrysanten also functions as a grower of the product. With our own production location, we can produce large quantities of spray chrysanthemums. Moreover, we have Dekker Exclusive, our own test site, where we research the potential of new varieties on a small scale. For example, the story of Beau Monde also began at our Dekker Exclusive garden.

Beau Monde offers everything you need to put together beautiful bouquets and arrangements. With its fresh, snow-white petals and fresh heart, Beau Monde adds a unique element to any vase. In addition, Beau Monde is not only pleasing to the eye, but also of good weight and has an exceptionally long vase life.

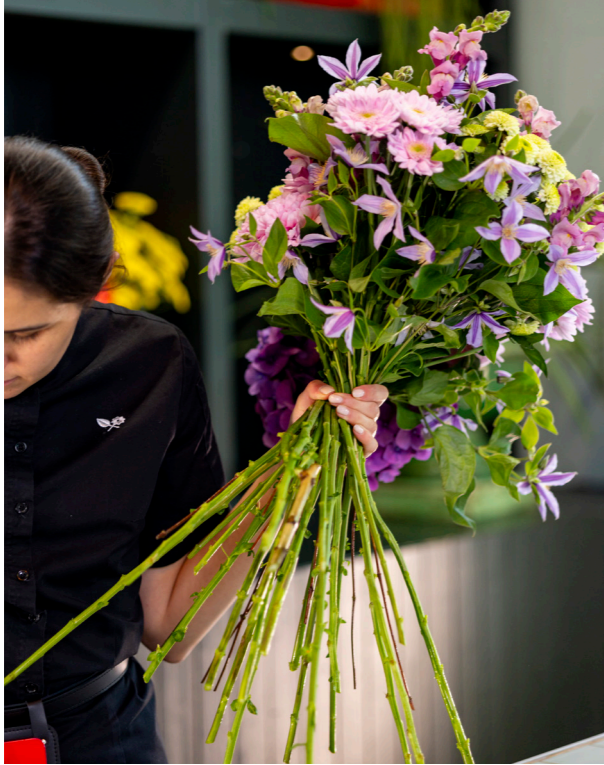


PETALS OF LOVE

Mother's Day bouquet inspiration

On Mother's Day, we celebrate the extraordinary women in our lives, and a beautiful bouquet of chrysanthemums is the perfect way to show your appreciation. A bouquet featuring the disbud chrysanthemums Undercover and Souvenir is an excellent choice. Undercover stands out with its exclusive look, showcasing a snow-white colour, large diameter, and special flower ribbons. The versatility of Undercover allows it to adapt to the style and preferences of every mother. Souvenir steals the show with its unique round shape and beautiful colour. This cheerful flower brings playful charm and vibrancy to any bouquet, making it a perfect addition to Mother's Day celebrations. Together, Undercover and Souvenir create a stunning tribute to the strength and beauty of mothers.





Soft Shades of Summer: Embracing Chrysanthemums

This summer, chrysanthemums shine in soft shades. In Karina's inspiring bouquet, colours like pink, mint green, and purple have been chosen to evoke a sense of calm and refinement. These fresh hues perfectly capture the light, relaxed atmosphere of the summer season and add a subtle, elegant touch to any floral arrangement. Whether you're creating a summer table display or a soothing indoor bouquet, chrysanthemums in pastel tones bring a soft, airy beauty that brightens any space. Let the serene charm of these summer chrysanthemums inspire you to add a touch of colour and tranquility to this season.



More inspiration!



ENDLESS SUMMER

Fresh florals for the sunny season



J&A FLOWERS

Innovation and Craftmanship in Chrysanthemum Cultivation.

Erwin van Luijk on Collaboration, Quality, and Their Latest Addition: Undercover.

We spoke with Erwin van Luijk, co-owner of J&A Flowers and Master Grower within the Vannova group. Together with his brother-in-law, Remco van Ruyven, he runs a successful family business specializing in the cultivation of disbudded chrysanthemums. In this interview, Erwin talks about the growth of J&A Flowers, the power of collaboration within Vannova and their latest addition Undercover.

“A Family Business with a Vision for the Future”

Erwin enthusiastically talks about his company: “Together with Remco, I run J&A Flowers. We are a family business fully dedicated to disbudded chrysanthemums. We work on two locations in the Netherlands, in Maasdijk and De Lier, with a total area of about 10 hectares. Recently, we expanded our facilities and are already preparing for the construction of an additional three hectares.”

J&A Flowers is focused on continuously improving their range. “We introduce one or two new varieties each year,” Erwin explains. “At the moment, we have nine different varieties in our assortment, including Topspin, Topspin Cream, and Undercover from Dekker Chrysanten.”

The Power of Collaboration: Vannova

Since 2012, J&A Flowers has been part of Vannova, a collective of leading chrysanthemum growers. “We are one of the founders of Vannova. It started with five growers joining forces to build a strong brand,” Erwin proudly states. “Our goal then, and still today, is to deliver consistent quality together and strengthen our market position, especially in Eastern Europe.”

Vannova has since grown into a collaboration of eight growers. By 2025, they will manage a cultivation area of no less than 50 hectares. “Vannova is much more than just a partnership,” Erwin emphasizes. “We work closely together in areas such as sales, marketing, purchasing, and knowledge sharing. This allows us to always provide the best service and quality to our customers.”

“Proud to Be a Master Grower”

As a Master Grower of Vannova, Erwin beams with pride: “It’s an honor to be part of this group. There’s so much expertise, and you can see the younger generation gradually taking over. This brings new ideas and energy. We continue to innovate and always look towards the future.”

The Meaning of Quality

For Erwin, quality is a crucial aspect of their work. “For us, quality mainly means good vase life and transportability,” he explains. “Our customers need to trust that they will always receive top-quality chrysanthemums, no matter the season.”

Customer trust is central to Vannova:

“Customers should be able to buy our product ‘blindly’ and be confident that it will arrive in perfect condition and last long for the consumer to enjoy.”



Undercover

A new star: Undercover

One of the latest developments at J&A Flowers is the introduction of Undercover, a chrysanthemum variety from Dekker Chrysanten. “Since week 26, we’ve been delivering around 12,000 stems per week of this new variety. It has been incredibly well received in the market, and starting from week 50, we will scale up production,” Erwin shares proudly.

The name “Undercover” wasn’t chosen randomly. “It’s a beautiful white chrysanthemum, perfect for dyeing or spraying. This allows you to incorporate the flower into various creations and in all sorts of colours, making the white of the flower go ‘undercover’ while the new creation or colour becomes a real eye-catcher.”

Unique in Its Kind

What makes Undercover so special are its unique flower petals. “Those fringed petals give the flower an elegant look. It’s a bloom that stands out from the existing assortment,” says Erwin. “I truly believe this variety will carve out a place in the market, especially among florists who work in the high-end segment.”

Undercover is not only elegant but also versatile.

“Thanks to its sturdy stem, beautiful foliage, and excellent vase life, it’s a favourite among both florists and consumers.”

A Future Full of Innovation and Craftsmanship

For Erwin, the future is clear: to keep innovating. “We will continue to innovate and expand our assortment. Our customers can always count on quality and renewal. That’s what we stand for.” With the arrival of Undercover, J&A Flowers has added another stunning variety to their collection, and the company continues to surprise the chrysanthemum world.





BOUQUETS & VOWS

Romantic bouquets for every bride

Every bride has her unique style, and when it comes to floral choices, chrysanthemums stand out as a perfect option for bridal bouquets. Some brides may prefer the refined elegance of a classic white bouquet, exuding timelessness and serenity, while others let their personalities shine through with vibrant colours that radiate joy and playfulness.

For inspiration, we present two stunning chrysanthemum arrangements. The classic white bouquet features the disbud chrysanthemum Tutu as its centerpiece, illustrating how strength and simplicity come together in pure, timeless beauty.

On the other hand, for the bride who adores colour, a captivating pink bouquet with the pompom-shaped chrysanthemum Playtime and the elegant spray chrysanthemum Kalimba creates a radiant composition, full of charm and romance.

Whether you opt for the understated allure of white or the sparkling vibrancy of colour, both bouquets achieve a perfect balance of elegance and freshness, making chrysanthemums an ideal choice for any bridal style.



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THE CHRYSANTHEMUM

An Ode to Inner Strength

Very suitable for painting

Imagine the chrysanthemum as a woman — calm in nature, yet with an undeniable inner strength. She may appear serene, but beneath the surface lies an unwavering energy. Her white colour symbolizes purity, sincerity, and innocence, while the overlapping petals create a sense of depth and dimension, hinting at hidden power and resilience.

At first glance, she seems gentle and quiet. However, in truth, she embodies strength in simplicity, maintaining her beliefs and inner harmony even in challenging circumstances. Like a chrysanthemum, she is the one who always offers support and creates comfort, yet she never allows anyone to disturb her inner balance.

A flower — and a woman with such character — lives by her own principles, radiating calmness and wisdom. She doesn't seek attention, but her presence brings a special harmony and tranquility.

Colour Palette

Undercover features a neutral white colour that represents purity and simplicity. Its undertone can be described as cool, with a subtle hint of freshness typical of such shades of white. If she were a woman, cool tones would perfectly complement her — soft pastels, mint, pale blue, pearlescent gray, and powdery pink would suit her beautifully.

- Mint — refreshing and calming.
- Pearlescent gray — highlights her inner harmony.
- Pale blue — adds a touch of softness and lightness.
- Lavender — symbolizes peace and balance.
- Silver — ideal for an evening look, adding a subtle radiance.

Classic combinations with black, navy blue, and gray would also be flattering, enhancing the natural elegance of the chrysanthemum.





Tyolo salmon

A Floral Ode to Autumn

This autumn bouquet is a true spectacle of colour and shapes, with volume makers such as Souvenir Orange, Tyolo Orange, Willem Orange, and Kalimba Salmon. Each chrysanthemum brings its unique charm and character, so together they form a beautiful whole. Souvenir Orange is perfect for a vibrant touch, while Tyolo Orange and Salmon capture the warmth and playfulness of the season. Kalimba Salmon offers subtle grace and softness. Together, these chrysanthemums create a harmonious bouquet that beautifully reflects the rich colours of autumn.



scan me!



WARM HUES

Autumn bouquets for the cozy season



CREATIVITY UNLEASHED

A Successful Collaboration with Florists in Poland

Recently, Dekker Chrysanten organised the inspiring workshop 'Kwiciarnia Live' at the Mazowieckie Centre Florystyczne Rekpol in Wieruchów. This interactive experience offered florists not only the chance to develop their creativity, but also to discover the versatility of our chrysanthemums.

Several varieties of chrysanthemums were present during the workshop, including the popular Madiba varieties. These flowers offered florists the opportunity to experiment with new designs and techniques, inspiring them to find innovative ways to incorporate chrysanthemums into their work. Participants raved about the chrysanthemums' rich colours and unique textures, which perfectly matched their creativity.

Feedback was very positive; the atmosphere was open and creative. The florists exchanged ideas and gave each other feedback, resulting in beautiful, unique commercial floral arrangements. The use of modern techniques, such as colour gradient and combining different materials, gave an extra dimension to the designs and highlighted the versatility of chrysanthemums.

Elena Tuleva, Trade Marketeer Eastern Europe, also attended the workshop. She shared valuable information about the different types of chrysanthemums and their unique characteristics. Her contribution stimulated the florists' thought process and provided a supportive environment that enhanced the success of the workshop.

Dekker Chrysanten remains a leading player in the floral world, where artistry and commercial expertise come together to inspire the floral industry. This workshop not only helped foster creativity among florists, but also helped them discover new possibilities for using chrysanthemums in their designs.



📷 ELENA IZVARINA-BUTLER
📷 HELENABUTLER_PH





Dekker
chrysanten

Colour your world.