

# THE FTD® LUXURY COLLECTION™

## Elegance ~ Distinction ~ Premier Arrangements

The FTD® Luxury Collection is a beautiful selection of floral artistry featuring lavish flower varieties in artfully crafted designer vases. Created to take gift giving to the next level, these designs represent the ultimate in gifts for any occasion, including Fall festivities, Christmas, anniversaries and birthdays.

### FTD LUXURY COLLECTION CODIFICATION

Codification for the FTD Luxury Collection is now broken into two groups:  
~ LUX codifies you for the 4 original vases (and the arrangements featuring them)  
~ LX2 codifies you for the 2 new vases (and the arrangements featuring them)  
When codifying for LUX and/or LX2, you will also receive a kit of materials designed to complement the floral arrangement and let the recipient know the sender is sending a special and luxurious gift from your flower shop.

#### THE KITS INCLUDE:

- Four styles of vases totaling 12 containers (LUX) - See page MP86  
Two styles of vases totaling 8 containers (LX2) - See page MP86
- FTD Luxury branded hang tag
- Organza pouch
- FTD gold pic
- Floral preservative
- Gift message/care card printer sheets
- After your initial kit purchase, vases may be re-ordered by style



Branded accessories for LUX and LX2 codification

THE FTD LUXURY COLLECTION KIT REQUIRES CODIFICATION

### SPECIAL PACKAGING INSTRUCTIONS

- Accessories must accompany each of the FTD Luxury Collection orders
- The arrangement must be delivered with the materials provided
- The FTD Luxury branded hang tag should be secured gently over one of the flower heads
- The organza bag including the gift message card, care and handling instructions and flower food should be secured gently over one of the flower heads
- Insert the FTD gold pic to hold your delivery information for placement within the bouquet

### PROGRAM REQUIREMENTS

- FTD Florists that participate in the collection will be asked to adhere to the highest quality standards. The following are requirements of participation:
- No floral or container substitutions are permitted
  - Flower varieties listed must be used in each arrangement
  - The FTD Luxury Collection accessories are required to accompany all deliveries
  - Delivery must be confirmed on all FTD Luxury Collection orders, as is the standard for all FTD orders

RECEIVE A FREE LUXURY POSTER WITH PURCHASE OF LUX OR LX2

THE LUXURY COLLECTION WILL BE FEATURED IN THE 2013 FLORAL SELECTIONS GUIDE UPDATE



Captivate with this sculptural glass vase, filled with exquisite Mokara orchids and brilliant red Freedom roses.

**LX00 GLORIOUS**

18	Freedom 60 cm Roses
12	Buffalo Orange Mokara Orchid stems
1	Large Glass Pillow Vase (#LUX-PILLOW)

Approx. 22" h x 23" w

**DELIVERED SRP \$194.99**



# EXTRAORDINARY DESIGN



LX22

Overflowing with love and more than 75 blooms, this exquisite pillow vase creates a perfect circle, the symbol of eternity.

## LX22 LAVISH

75	Freedom 60 cm Roses
12	Green Hypericum Berry stems
7	White Hydrangea blooms
1	Large Glass Pillow Vase (#LUX-PILLOW)

Approx. 33" h x 26" w

**DELIVERED SRP \$339.99**

A triumphant mix of exceptional lilies bursts from our towering glass vase. It's cleverly crafted to be substantially weighted, yet appear graceful and light.

## LX73 INTRIGUE

9	Blush Hydrangea blooms
7	Pink Oriental Lily stems
6	Pink Asiatic Lily stems
1	14" Tapered Glass Vase (#LUX-TAPER)

Approx. 38" h x 28" w

**DELIVERED SRP \$234.99**



LX73

# MODERN TREASURES

To achieve a powerful reaction, our impeccable pillow vase is filled with an extraordinary arrangement of fluted calla lilies. The effect is both abundant and chic.

## LX74 FLAWLESS

15	Plum Calla Lilies
15	Light Pink Calla Lilies
15	Dark Pink Calla Lilies
1	Large Glass Pillow Vase (#LUX-PILLOW)

Approx. 28" h x 32" w

**DELIVERED SRP \$374.99**



LX74



LX75

Capturing the beauty of the late afternoon sun, this exuberant orchid bouquet glows with color and elegance. The interior of the glass cylinder holds a single tropical leaf to create a graceful base.

## LX75 LUMINOUS

6	Pale Pink Dendrobium Orchid stems
6	Hot Pink Dendrobium Orchid stems
5	Fuchsia Dendrobium Orchid stems
5	Green Dendrobium Orchid stems
4	Lavender Dendrobium Orchid stems
4	Red Dendrobium Orchid stems
1	Aspidistra leaf
1	10" Glass Cylinder Vase (#LUX-10)

Approx. 22" h x 22" w

**DELIVERED SRP \$164.99**



# DISTINCTIVE DETAILS

The soft hues of pale yellow roses, peach Asiatic lilies and fragrant white stock capture the glow of happiness. The elegant arrangement bursts from a magnificent handcrafted flared glass vase.

## LX113 ADMIRATION

16	Pale Yellow 60 cm Roses
12	White Stock stems
8	Peach Asiatic Lily stems
1	Flared Glass Vase (#LUX-EDGE)

Approx. 32"h x 22"w

**DELIVERED SRP \$154.99**



LX113



LX114

Strikingly exotic, our tropical design bursts with unusual blooms and foliage. It's set in a beautifully crafted, flared glass vase that accentuates the extravagance of the bouquet.

## LX114 STRIKING

6	Pincushion Protea
6	Psittacorum Heliconia
3	Upright Heliconia
3	Areca Palm leaves
3	Aralia leaves
1	Flared Glass Vase (#LUX-EDGE)

Approx. 36"h x 28"w

**DELIVERED SRP \$189.99**

# UNIQUE PAIRINGS



LX115

A stunning contrast of hot pink roses and soft white calla lilies captures the imagination. This distinctive design is set in a dynamic vase, skillfully crafted with a gentle twist.

## LX115 IRRESISTIBLE

18	Hot Pink 60 cm Roses
8	White Open Cut Calla Lilies
15	Lily Grass blades
1	Glass Twist Vase (#LUX-TWIST)

Approx. 23"h x 20"w

**DELIVERED SRP \$174.99**

This unexpected combination of pink orchids, pink ginger and green anthurium is set in our beautifully twisted vase, handcrafted to hold abundant bouquets.

## LX116 ALLURING

14	Pink Dendrobium Orchid stems
8	Pink Ginger
4	Green Large Anthurium
1	Glass Twist Vase (#LUX-TWIST)

Approx. 30"h x 22"w

**DELIVERED SRP \$204.99**



LX116



# MAGNIFICENT HUES

Our curvaceous glass vase is carefully designed to hold extravagant arrangements. Here, it holds more than two dozen stems in a natural palette of soulful blues.

## LX117 HONESTLY

12	Blue Hybrid Delphinium stems
12	Purple Hybrid Delphinium stems
7	Dark Blue Hydrangea blooms
7	Aspidistra leaves
1	Glass Footed Vase (#LUX-FOOTED)

Approx. 36" h x 34" w

**DELIVERED SRP \$259.99**



LX117



LX118

This elegant bouquet of green cymbidium orchids will charm the most discriminating customers. The impeccable lines of the modern cylinder vase ensure a place with the recipient's preferred treasures.

## LX118 VISION

3	Green Cymbidium Orchid stems
7	Lily Grass blades
4	Aspidistra leaves
1	Aralia leaf
1	Ti leaf
1	10" Glass Cylinder Vase (#LUX-10)

Approx. 25" h x 18" w

**DELIVERED SRP \$214.99**

# FRESH INDULGENCE



RP59

Gently tapered glass is handcrafted into a sculptural vase. It's an extraordinary vessel that easily holds this arrangement of pale pink perfection.

## RP59 EXQUISITE

30	Bi-Color Pink 60 cm Roses
4	Pink Oriental Lily stems
5	Salal stems
4	Ti leaves
1	14" Tapered Glass Vase (#LUX-TAPER)

Approx. 30"h x 23"w

**DELIVERED SRP \$179.99**

Take their breath away with this dramatic bouquet of 100 Freedom roses. Crafted to hold this incredible statement of love, our magnificent pillow vase is perfectly curved and balanced for beauty and strength.

## RP84 BREATHLESS

100	Freedom 60 cm Roses
1	Large Glass Pillow Vase (#LUX-PILLOW)

Approx. 33"h x 38"w

**DELIVERED SRP \$334.99**



RP84





# GRAND GESTURES

This beautiful pairing of purple Mokara Orchids and lavender roses is overflowing with harmony. This pair is arranged in our hand-blown pillow vase perfectly designed for your most incredible bouquets.

## RP91 DUET

18	Cool Water 60 cm Roses
12	Purple Mokara Orchid stems
1	Large Glass Pillow Vase (#LUX-PILLOW)

Approx. 22" h x 23" w

**DELIVERED SRP \$194.99**



**RP91**



**RP95**

Fascinate and captivate with a grand bouquet of long-stemmed roses. The handcrafted, tapered vase is specially designed to hold huge bouquets while delivering gallery-worthy quality.

## RP95 FASCINATING

40	Freedom 60 cm Roses
6	Bupleurum stems
6	Ti leaves
6	Myrtle stems
1	14" Tapered Glass Vase (#LUX-TAPER)

Approx. 34" h x 28" w

**DELIVERED SRP \$194.99**

# BEAUTIFUL BLOOMS



RP97

Celebrate a storybook romance with this awe-inspiring display of long-stemmed roses. To create a vessel worthy of such magnificence, our artisans designed a grand, softly curved vase.

## RP97 ATTRACTION

72	Freedom 60 cm Roses
4	Ti leaves
1	Footed Glass Vase (#LUX-FOOTED)

Approx. 33"h x 26"w

**DELIVERED SRP \$254.99**

Express the deepest emotions with a large bouquet of more than 50 stems of roses and hydrangea. The gently tapered glass vase is carefully designed to hold your most lavish arrangements with an artful flair.

## RP99 INDULGENT

24	Freedom 60 cm Roses
24	Charming Unique 60 cm Roses
5	Blush Hydrangea blooms
6	Israeli Ruscus stems
4	Ti leaves
1	14" Tapered Glass Vase (#LUX-TAPER)

Approx. 24"h x 22"w

**DELIVERED SRP \$264.99**



RP99



# STUNNING LUXURY VASES

**10" GLASS  
CYLINDER VASE**

5" dia. x 10"h.  
\$50.00 ctn. of 6 (\$8.33 ea.)  
**QW LUX-10**

**FOOTED GLASS VASE**

9" dia. x 16"h.  
\$40.00 ctn. of 2 (\$20.00 ea.)  
**QW LUX-FOOTED**

**14" TAPERED GLASS VASE**

7" dia. x 15"h.  
\$30.00 ctn. of 2 (\$15.00 ea.)  
**QW LUX-TAPER**

**LARGE GLASS PILLOW VASE**

15½"w x 6½"d x 13½"h.  
\$50.00 ctn. of 2 (\$25.00 ea.)  
**QW LUX-PILLOW**



LUX CODIFICATION



**GLASS TWIST VASE**  
5½"w x 12"h.  
\$56.00 ctn. of 4 (\$14.00 ea.)  
**QW LUX-TWIST**



**FLARED GLASS VASE**  
5½" dia. x 11"h.  
\$56.00 ctn. of 4 (\$14.00 ea.)  
**QW LUX-EDGE**

LX2 CODIFICATION

# ICONIC STYLE



VERA WANG

Vera Wang items featured on FTD.com in the Luxury index



V11

This finely crafted vase is distinguished by fluid curves, a signature element of designer Vera Wang. Overflowing with gorgeous white calla lilies, it's sure to be treasured in the finest homes.

## V11 MUSINGS

30	White Open Cut Calla Lilies
20	White Mini Calla Lilies
1	Glass Urn (#1250)

Approx. 25" h x 25" w

**\*DELIVERED SRP \$399.99**

Vase sold on page MP 70



V12

Exclusively for Vera Wang flowers, this creation captures nature's brightest blooms to deliver a celebration of color. It's poised in a sleek, glass vase with a silver-tone base that leaves a lasting impression.

## V12 ASTONISHING

10	Hot Pink Stock stems
9	Orange 60 cm Roses
6	Pink Hydrangea blooms
6	Pale Pink Stock stems
1	Glass Urn (#1250)

Approx. 24" h x 22" w

**\*DELIVERED SRP \$209.99**

