

# INSPIRATION

FOR ALTERNATIVE DESIGNS  
TO HELP DRIVE  
LOCAL BUSINESS



Fall/Winter 2013 & Everyday



**FTD**

Flowers say it better. FTD says it best.™

# INTRODUCTION

FTD is pleased to offer you inspiration for alternative designs in our exquisite, versatile codified exclusives containers, to help drive local business to your shop. The alternative designs were created to help FTD Florists generate ideas to sell more containers to your local customers. These designs are not codified and are not to be used for FTD generated orders. Please do not substitute the alternative designs when you receive florist-to-florist or FTD.com orders for the specific codified exclusives bouquets.



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# BURNISHED BEAUTY



## The FTD® You're Special™ Bouquet - F1

Our graceful chestnut-hued vase elegantly crafted of heavy glass is embraced by a bevel-cut trellis design. It makes a glorious container for this celebration of autumn. Roses, daisy poms and Asiatic lilies capture the season's burnished hues beautifully and make it a natural choice from August through Thanksgiving.



## ALTERNATIVE IDEAS

This elegant vase offers versatile opportunities for design, from hand-tied to all-around arrangements. Try a hand-tied bouquet of beautiful dried flowers to drop in the vase for year-round décor. Your customers can easily slip out the hand-tied bouquet for a special occasion and add fresh flowers for a different look. The vase is also charming with a variety of fresh fall flowers and different winter mixes.



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# A HARVEST OF BLESSINGS



The FTD® Giving Thanks™ Bouquet - F4

A vase of sunset amber glass is created with deep-faceted cuts that give a subtle, elegant effect. No wonder this bouquet of roses, lilies and cushion poms in the season's most vibrant hues is destined to become a favorite for Thanksgiving decorating and gifting.



## ALTERNATIVE IDEAS

This exquisite amber glass vase is excellent for everything from everyday plants to fiftieth wedding anniversary parties and modern Christmas designs. The container allows for more contemporary designs that stand out to your customers. A brilliant vessel for holding pinecones, ornaments and other non-traditional items to differentiate your offerings. It is also perfect for holding plants like succulents, which are in all the floral trend reports right now.

# HOLIDAY RHAPSODY



## The FTD® Holiday Wishes™ Bouquet – C3

Impressive, handcut, deep red and clear glass vase makes an elegant setting for the holiday. A gorgeous blending of red roses, white lisianthus, Christmas greenery and gilded pinecone pics completes the holiday table.

## ALTERNATIVE IDEAS

A winter holiday favorite, this container is just right for amaryllis and paper white narcissus plants. Another idea is to create a contemporary Christmas tree-like design utilizing a boxwood topiary ball, or utilize a taller plant as an attractive decorative piece for the foyer. Several tall plants could also be lined across a long rectangular table to add dimension to your holiday table setting.



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# HOLIDAY BLING

## The FTD® Happiest Holidays™ Bouquet - C7

Contemporary rectangular glass vase sparkles with generous bandings of silvery accents. It makes a beautiful, original vase for a holiday bouquet of roses, carnations, cushion poms and Christmas greens accented with sparkling glitterball pics.



## ALTERNATIVE IDEAS

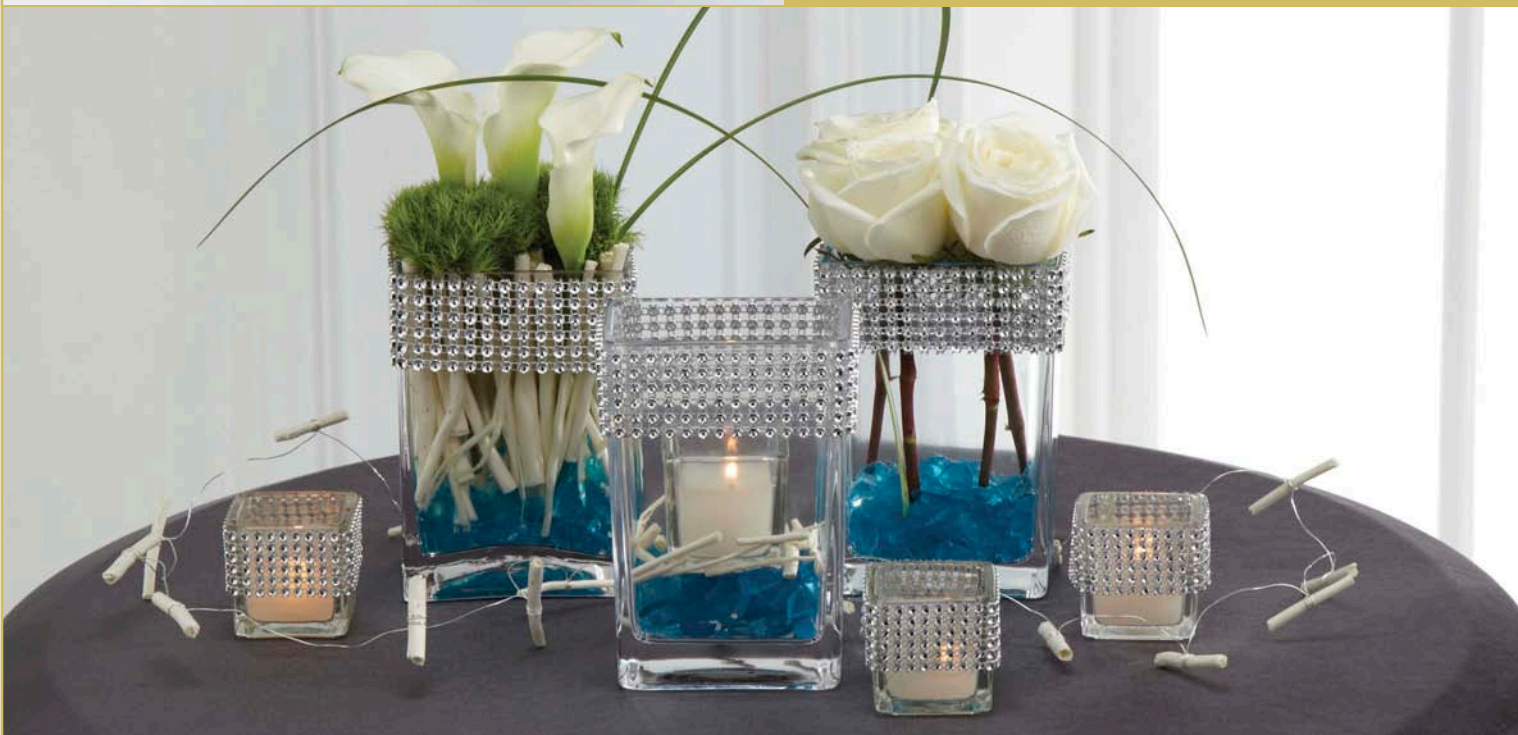
This whimsical, purple keepsake vase is the perfect size for a small plant, such as a delicate ivy, to use as a centerpiece or for gifting during the holidays. Include a bright bow in an accent color to make the design pop. The vibrant, glittery vessel is also great for birthday arrangements paired with bright, trendy colors like hot pink, orange and purple.



# HOLIDAY DAZZLE

## The FTD® Holiday Delights™ Bouquet by Better Homes and Gardens® - C8

A glitter-adorned "ornament" vase in a winter twilight shade of purple sets a perfect stage for a lovely, original holiday bouquet. The gorgeous bouquet features lavender roses and white mini carnations among Christmas greenery accented with glittering purple ribbon and berry pics.



## ALTERNATIVE IDEAS

Whether you are designing an entire wedding, creating a Hanukkah arrangement or looking to add some sparkle to an everyday bouquet, this gorgeous, versatile container is a perfect choice. Repeat this elegant vase for a multi-container centerpiece. Add square votive candles to finish the look, making it appear to be more abundant with fewer materials. Plus, you can extend the sparkle with a similar ribbon around the votive candles to mimic the look of the vase.



# HOLIDAY GRACE



**W**  
VERA WANG

The FTD® Holiday Elegance™ Bouquet by Vera Wang - C9  
The FTD® Holiday Peace™ Bouquet by Vera Wang - C11

With Vera Wang's signature romance and sophistication, these exquisite bouquets are set in a graceful, footed, hand-blown glass bowl. The heavy glass vase makes an ideal setting for these bouquets with golden ribbon accents.



## ALTERNATIVE IDEAS

A graceful masterpiece, this sophisticated container adds a touch of elegance to any occasion. Whether you add a wire form wreath of flowers and greens with a floating candle or an elegant arrangement of silk flowers for home décor, this is sure to catch your customer's eye. This vase is also excellent for wedding centerpieces when accented with votive candles and glass beads.

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# JUST BECAUSE



The FTD® Thinking of You™ Bouquet - TOY  
The FTD® Timeless Traditions™ Bouquet - TML

This lavender glass vase featuring hand-cut accents is crafted to perfection. Both mixed flower bouquets are exceptional for celebrating everyday occasions like birthdays, graduations and anniversaries, and expressing get well and thank you.



## ALTERNATIVE IDEAS

This everyday favorite is a great size to hold mini orchids and other plants that require minimal water. Just add a decorative wrap as a liner and place the plant within. Fresh ivy can add an elegant touch for a mini planted garden. The container is also perfect for contemporary designs that include candles and glass beads. Fill the bottom of the vase with glass beads and include a pillar candle banded with an attractive purple wire or ribbon for added embellishment.



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