

# BLOOM & WOLF



*Crafted. not grown*

INSPIRATION GUIDE

FULL SERVICE

CUSTOM DESIGNS

PLANET PROOF



# BLOOM & WOLF

Bloom & Wolf is a premium silk flower service that helps clients create beautiful spaces with less effort, lower cost, and much less climate impact than cut flowers.

*Join us*

## Selected clients

  
**Conscious  
Hotels**

**Valk**  
EXCLUSIEF

**nh**  
HOTELS & RESORTS



**BAIN & COMPANY** 



 **Bencis**



  
**BILDERBERG**

## Get in touch

**Jeroen Carbo**

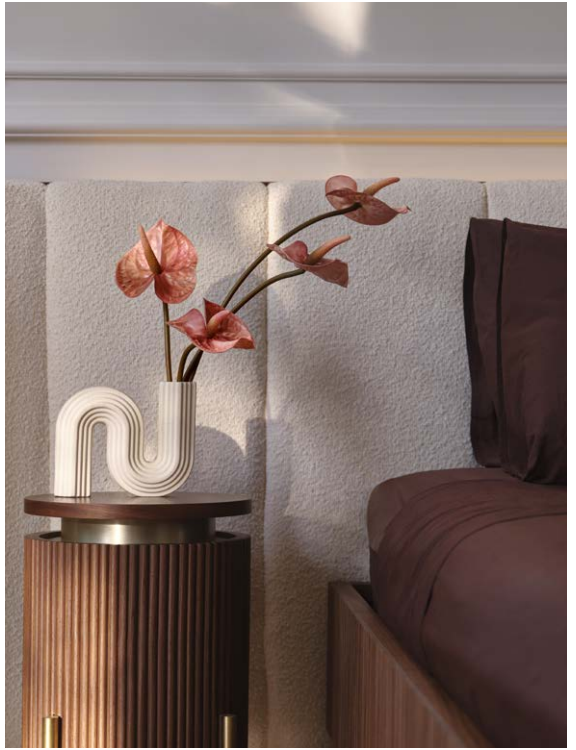
HEAD OF SALES

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# The most beautiful way to work towards your sustainability goals.



**Fully circular. Nothing goes to waste.**



**Sustainable. Much lower carbon footprint than cut flowers.**



**Stunning. No compromise on beauty - ever.**







# Seamless service, flawless flowers.

- **Free swap.** Receive a new bouquet every 1, 2, or 3 months. One-off purchases also available.
- **Exclusive delivery.** We personally deliver and place your bouquets. Always including vase and fully arranged.
- **Custom designs available.** Want something truly unique? Our master florist accepts the challenge!
- **Free advice.** Curious what suits your interior best? We're happy to help!





# Stunning, sustainable, and - surprise! - remarkably affordable.

## *Calculation example*

### **Situation: hotel with cut flowers in lobby**

- 5x bouquet XL (€45)
- 3x bouquet M (€30)
- 15 table vases (€2)
- Weekly swap, including delivery costs

### **Switch to Bloom & Wolf with 1 swap per season**

- Cost per year for fresh flowers: **€17.9K**
- Cost per year for Bloom & Wolf: **€4.9K**



# Our three business memberships

## **ALWAYS INCLUDED**

Free delivery and swap every 1, 2, or 3 months.

Matching designer vase and signature scent.

Maximum flexibility - change or cancel anytime.

Interested in several bouquets?

We'll happily create a tailor-made proposal for you.

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## Petit *from €15/month*

Average height: 45cm

Perfect for small dinner tables, sitting areas, desks, and washrooms.



## Classic *from €35/month*

Average height: 75cm

Perfect for small reception desks, meeting spaces, central lunch tables, or waiting rooms.



## Masterpiece *from €55/month*

Average height: 110cm

Perfect for large reception desks, lobbies, halls, or boardrooms.



# About us

Bloom & Wolf was founded by Gwen van de Pas, a former strategy consultant and filmmaker. She set out to create a more sustainable, affordable, and hassle-free alternative to cut flowers, while never compromising on beauty and design.

Gwen's journey is deeply inspired by her father's battle with Parkinson's, a disease linked to pesticides commonly found in fresh flowers.

Today, Bloom & Wolf redefines the floral experience with stunning, everlasting floral designs, exceptional service, and a commitment to sustainability and circularity—making flowers enjoyable and worry-free.

Bloom & Wolf is based in Amsterdam.

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