



THE LOOK BOOK

VALENTINE'S EDITION 2022



SEASON OF LOVE



ARRANGING FOR LOVE

Like clockwork, as holiday revelry—and resolutions—wear off, it's time to cast our gaze to the most romantic time of the year, Valentine's Day.

For customers looking to impress during this special season, we're introducing five new bundles that include flowers and another special gift. To help you prepare, we've also included the holiday's everyday best bets (pages 18 and 19) and a suite of festive and signature vases.

The designs for FTD incorporate a naturally horizontal, free-flowing aesthetic that's much different than our approach with Proflowers. Our classic, heritage color story is present throughout this collection, focusing on the radiant pinks and seductive reds.

We've included many of the same flower types for Proflowers bouquets to simplify your flower and container needs. Although the cross-merchandising between brands should help you profit throughout the season by giving you access to a bigger customer base, it's essential to pay close attention to the significant distinctions in how they are created.

VALENTINE'S 2023 SIGNATURE COLLECTION



2120S 🚚

SMALL CINCHED VASE

6" dia. x 6" h.

\$61.43 ctn. of 12 (\$5.12 ea.)

V2{s/d}, V3{s/d}, V4{s/d}



2120L 🚚

LARGE CINCHED VASE

5¾" dia. x 7½" h.

\$71.26 ctn. of 12 (\$5.94 ea.)

V2{p/e}, V3{p/e}, V4{p/e}



2120GS 🚚

SMALL GOLD-DIPPED VASE

4" dia. x 8" h.

\$82.84 ctn. of 12 (\$6.90 ea.)

V1{s/d/p/e}, V1M{s/d}, V1R{s/d},
L1{s/d/p/e}



2120GL 🚚

LARGE GOLD-DIPPED VASE

5½" dia. x 12" h.

\$64.94 ctn. of 6 (\$10.82 ea.)

V1M{p/e}, V1R{p/e}



LPLE6*

LOVE EXPLOSION
LOVEPOP CARD

\$39.00 ctn. of 6 (\$6.50 ea.)

V5477B{s,p}, B59C{s,d,p,e},
B59DUO{s,d,p,e}



LPVD6*

I LAVA YOU
LOVEPOP CARD

\$39.00 ctn. of 6 (\$6.50 ea.)

L5483B{s,p}, C5375B{s,p}



RMC15

ROCKY MOUNTAIN CHOCOLATES
8.5 oz. assorted chocolates

\$161.40 ctn. of 16 (\$10.09 ea.)

V5477B{d}, L5483B{d}, C5375B{d},
B59DUO{s,d,p,e}



810013602050**

SERAPHINE x LORI WEIZNER
ASANA NO. 29 CANDLE

6.4 oz.

\$127.06 ctn. of 6 (\$21.18 ea.)

B59CND{s,p}

* LovePop card purchases require a minimum quantity of 18 – mix & match.

** Candle shipping charges are an additional 25% per case.

Free shipping to Continental U.S. on select items. No discounts available on codified containers.

Codified vases may not be substituted. Codified orders must be filled using suggested retail pricing.



V1

**WILD HEART
BOUQUET**
\$88 \$103 \$123 \$153



RECIPE	23-V1s	23-V1d	23-V1p	23-V1e
Red 50 cm Roses	2	3	4	10
Purple Scabiosa stems	2	3	3	3
Purple Snapdragon stems	2	2	3	3
Red Sweet William Dianthus	2	2	3	3
White Stock stems	2	2	2	2
Red LA Hybrid Lily stems	1	2	2	2
Salal tips	3	3	3	3
Lily Grass blades	3	3	3	3
Gunni Eucalyptus stems	1	2	3	3
FTD #2120GS (Small Gold-Dipped Vase)	1	1	1	1



V2

**LOVE SPELL
BOUQUET**
\$70 \$85 \$105 \$135



RECIPE	23-V2s	23-V2d	23-V2p	23-V2e
Red 50 cm Roses	2	3	4	10
Purple Alstroemeria stems	2	3	4	4
Pale Pink Standard Carnations	2	3	3	3
Red Matsumoto Aster stems	2	2	2	2
Red Mini Carnation stems	2	2	2	2
Pink LA Hybrid Lily stems	1	2	3	3
Salal tips	3	3	3	3
Israeli Ruscus stems	2	3	4	4
FTD #2120S (Small Cinched Vase)	1	1	—	—
FTD #2120L (Large Cinched Vase)	—	—	1	1



V3

**THE STARSTRUCK
BOUQUET**
\$60 \$75 \$95 \$125



RECIPE	23-V3s	23-V3d	23-V3p	23-V3e
Red Mini Carnation stems	3	3	3	3
White Stock stems	2	3	4	4
Red 50 cm Roses	1	3	6	12
Pink LA Hybrid Lily stems	1	2	2	2
Salal tips	3	3	3	3
FTD #2120S (Small Cinched Vase)	1	1	—	—
FTD #2120L (Large Cinched Vase)	—	—	1	1



V4

**MY EVERYTHING
BOUQUET**
\$65 \$80 \$100 \$130



RECIPE	23-V4s	23-V4d	23-V4p	23-V4e
Red 50 cm Roses	2	4	6	12
Lavender Standard Carnations	2	3	3	3
Purple Mini Carnation stems	2	3	3	3
Lavender Stock stems	2	2	3	3
Purple Desna Mums	2	2	3	3
Salal tips	3	3	3	3
FTD #2120S (Small Cinched Vase)	1	1	—	—
FTD #2120L (Large Cinched Vase)	—	—	1	1



V5477

THE HEARTSTRINGS BOUQUET

\$60 \$75 \$95 \$125



The deluxe version is also available bundled with a card, chocolates or card + chocolates.

RECIPE

Red Standard Carnations
Red Mini Carnation stems
Red 50 cm Roses
Red Alstroemeria stems
Salal tips
Israeli Ruscus stems
8" Red Glass Vase

	V5477s	V5477d	V5477p	V5477e
Red Standard Carnations	3	4	4	4
Red Mini Carnation stems	3	3	4	4
Red 50 cm Roses	2	3	6	12
Red Alstroemeria stems	2	3	4	4
Salal tips	3	3	3	3
Israeli Ruscus stems	2	4	4	4
8" Red Glass Vase	1	1	1	1



S5485

**PINK PICNIC
BASKET**
\$80 \$95 \$115 \$145



RECIPE	S5485s	S5485d	S5485p	S5485e
Red 50 cm Roses	2	4	6	12
Pale Pink Standard Carnations	2	3	3	3
Red Mini Carnation stems	2	3	3	3
Lavender Stock stems	2	2	3	3
Hot Pink Gerbera Daisies	2	2	3	3
Salal tips	6	6	6	6
Israeli Ruscus stems	2	3	3	3
Floral Foam Blocks	1½	1½	1½	1½
Giftwares #2097 (Medium Oval Woodchip Basket)	1	1	1	1



V1M

EVER AFTER ROSE BOUQUET

Market Price



RECIPE

	23-V1Ms	23-V1Md	23-V1Mp	23-V1Me
Orange 50 cm Roses	4	6	8	12
Hot Pink 50 cm Roses	4	6	8	12
Red 50 cm Roses	4	6	8	12
Salal tips	5	5	5	5
FTD #2120GS (Small Gold-Dipped Vase)	1	1	—	—
FTD #2120GL (Large Gold-Dipped Vase)	—	—	1	1



V1R

CLASSIC LOVE ROSE BOUQUET

Market Price



RECIPE	23-V1Rs	23-V1Rd	23-V1Rp	23-V1Re
Red 50 cm Roses	12	18	24	36
Salal tips	5	5	5	5
FTD #2120GS (Small Gold-Dipped Vase)	1	1	—	—
FTD #2120GL (Large Gold-Dipped Vase)	—	—	1	1



L1

**THE SAME MOON
BOUQUET**
\$75 \$90 \$110 \$130



RECIPE	23-L1s	23-L1d	23-L1p	23-L1e
Pale Pink Button Pompon stems	3	3	3	3
Hot Pink 50 cm Roses	2	3	4	5
Hot Pink Alstroemeria stems	2	3	4	4
Pink Snapdragon stems	2	2	4	5
Hot Pink Standard Carnations	2	2	2	2
Pink 50 cm Roses	1	2	3	5
Salal tips	3	3	3	3
Israeli Ruscus stems	2	2	3	3
FTD #2120GS (Small Gold-Dipped Vase)	1	1	1	1



L5481

XOXO
BOUQUET
\$64 \$79 \$99 \$119



RECIPE	L5481s	L5481d	L5481p	L5481e
Hot Pink 50 cm Roses	4	5	7	10
Lavender Standard Carnations	2	2	4	3
Pink Standard Carnations	2	2	2	4
Hot Pink Standard Carnations	1	4	4	7
Salal tips	3	3	3	3
Silver dollar Eucalyptus stems	2	2	2	2
Clear Glass Vase	1	1	1	1



L5482

**THE CANDY BOX
BOUQUET**
\$65 \$80 \$100 \$130



RECIPE	L5482s	L5482d	L5482p	L5482e
Pale Pink Standard Carnations	4	4	4	4
Hot Pink Mini Carnation stems	4	4	4	4
Pink Stock stems	2	3	4	4
Pale Pink Mini Carnation stems	2	2	4	4
Hot Pink 50 cm Roses	1	2	4	10
Pink LA Hybrid Lily stems	1	2	2	2
Salal tips	3	3	3	3
Israeli Ruscus stems	2	3	4	4
Clear Glass Vase	1	1	1	1



L5483

**BURNIN' LOVE
BOUQUET**
\$65 \$80 \$100



The deluxe version is also available bundled with a card, chocolates or card + chocolates.

RECIPE

Red 50 cm Roses
Red LA Hybrid Lily stems
Red Gerbera Daisies
Salal tips
Israeli Ruscus stems
8" Red Glass Vase

L5483s

L5483d

L5483p

3	5	8
2	3	4
2	2	2
3	3	3
2	2	4
1	1	1



L5484

DINNER & A SHOW BOUQUET

\$64 \$79 \$99 \$129



RECIPE

White Cushion Pompon stems
White Snapdragon stems
Red Alstroemeria stems
Red Standard Carnations
White 50 cm Roses
Red LA Hybrid Lily stems
Salal tips
8" Red Glass Vase

	L5484s	L5484d	L5484p	L5484e
White Cushion Pompon stems	3	3	3	3
White Snapdragon stems	2	3	4	4
Red Alstroemeria stems	2	3	3	3
Red Standard Carnations	2	2	3	3
White 50 cm Roses	1	2	3	9
Red LA Hybrid Lily stems	1	2	3	3
Salal tips	3	3	3	3
8" Red Glass Vase	1	1	1	1

VALENTINE'S DAY BUNDLES

ADDITIONAL BUNDLES ON PAGES 8 & 15



B59C • MARKET PRICE



B59DUO • MARKET PRICE



B59CND • MARKET PRICE



C5375B • MARKET PRICE

EVERYDAY BEST BETS

FOR VALENTINE'S DAY



C5375 · Light of My Life



YPB · You're Precious



CGP · Fiesta



BDB · Best Day



S5272 · Beautiful Spirit



J-6022 · Regal Jewel (Florist Original)



B59d · Long Stem Red Roses



E5440 · Long Stem Pink Roses



VALENTINE'S 2023 FLOWER LIST

INCLUDES EVERYDAY BEST BETS

Recipes can be found online at ftdi.com or in FTD Florist Link. Use your FTD Rewards points to save up to 20% off flowers at ftdflowerexchange.com.

50 CM ROSE	CARNATION – STANDARD	MATSUMOTO ASTER	SNAPDRAGON
Hot Pink	Lavender	Red	Pink
Orange	Pale Pink		Purple
Pale Pink	Pink	MUM – DESNA	White
Pink	Red	Purple	Yellow
Red			
White			
60 CM ROSES	DIANTHUS – SWEET WILLIAM	MUM – FUJI	SPRAY ROSE
Pink	Red	Green	Orange
Red			
ALSTROEMERIA	DOUBLE LISIANTHUS	POMPON – BUTTON	STOCK
Hot Pink	Hot Pink	Green	Lavender
Pink	Orange	Pale Pink	Pink
Purple	Red		White
Red			
CARNATION – MINI	GERBERA DAISY	POMPON – CUSHION	SUNFLOWERS
Hot Pink	Hot Pink	Lavender	Yellow
Pale Pink	Orange	White	
Purple	Red		
Red			
	HYPERICUM	POMPON – DAISY	GREENS
	Peach	Purple	Gunny Eucalyptus
	LA HYBRID LILY	SCABIOSA	Israeli Ruscus
	Pink	Purple	Leatherleaf
	Red		Lily Grass
	Orange		Salal tips
			Silver Dollar Eucalyptus

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FTD MARKETPLACE.COM 800.767.4000

Arrangements with a Mercury Man icon will be featured on FTD; those with a tulip icon will be featured on Proflowers.

 FTD Bouquet  Proflowers Bouquet

Prices are subject to change. No discounts will be applied to Codified Containers unless expressly stated in limited-time promotions. Descriptive or typographical errors are subject to correction. FTD reserves the right to accept or reject orders. FTD may update these terms or cease any offer at any time. Any dispute regarding offers or orders will be governed by the terms of your FTD member agreement and the terms found at www.ftdi.com. Canadian members will be billed in Canadian dollars. Canadian prices are calculated by multiplying the U.S. price by the prior month's average exchange rate (as calculated by FTD). The exchange rate is updated on or about the first business day of each month; it will apply on the date the order is accepted by FTD. Prices do not include freight except where expressly stated otherwise. FTD standard shipping and handling charges are 25% of the value of each carton with a minimum of \$9.99 per carton for the Continental U.S. and 27% of the value of each carton with a minimum of \$11.99 per carton for Canada. For Alaska, Hawaii and Puerto Rico, the shipping and handling charges are 24% of the value of each carton with a minimum freight charge of \$19.99 per carton. Items shipping to Alaska and Hawaii directly from FTD, ship one time per month and have a 5-carton minimum per order. Please allow a minimum of 4 weeks for delivery once product has shipped.

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