

# Fine Blooms Products

## *Product Discovery*

In this document we look at exploring ideas for various products we can introduce for the Fine Blooms boutique. These will include fresh, artificial, preserved and dry flowers, bouquets, vases, pots, planters, plants and some additional products.

### Catgeories

Fresh Flowers	Succulents	Tubes
Artificial Flowers	Plants	Boxes
Preserved Flowers	Planters	Packaging Materials
Dried Flowers	Vases	Trays
Bouquets	Pots	Subscriptions

# Fine Blooms Products

## *Product Discovery*

### Themes

Drooping / Sweeping / Waterfall



# Fine Blooms Products

## *Product Discovery*

### Themes

Single flower type / Uniform



# Fine Blooms Products

## *Product Discovery*

### Themes

#### Gradients



# Fine Blooms Products

## *Product Discovery*

### Themes

Bursts / Fireworks



# Fine Blooms Products

## *Product Discovery*

### Themes

Spots of Colour / Poka Dot

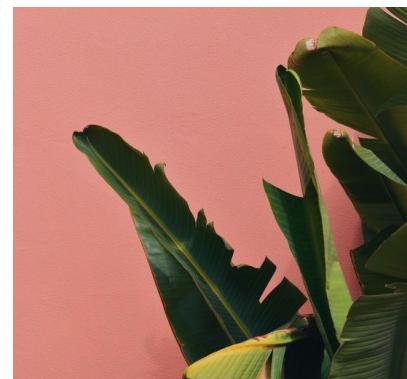


# Fine Blooms Products

## *Product Discovery*

### Themes

Chic



# Fine Blooms Products

## *Product Discovery*

### Themes

Organic / Natural



# Fine Blooms Products

## *Product Discovery*

### Themes

#### Patterns



# Fine Blooms Products

## *Product Discovery*

### Vases

#### Benchmarking

It is important to identify the exact types of vases we are looking to supply, and what style we are looking for.

#### Artistic



# Fine Blooms Products

## *Product Discovery*

### Vases



# Fine Blooms Products

## *Product Discovery*

### Bouquets

