

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	

Problems

- Some items can be found on other websites for more affordable prices.

Questions

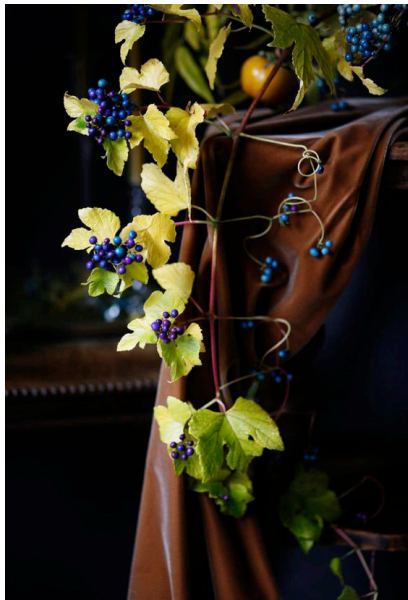
- Is there a need to include an SKU number for products for users that are browsing the website?

Bits and Pieces V1

Products

Themes

Drooping / Sweeping / Waterfall



Bits and Pieces V1

Products

Themes

Single flower type / Uniform



Bits and Pieces V1

Products

Themes

Gradients



Bits and Pieces V1

Products

Themes

Bursts / Fireworks



Bits and Pieces V1

Products

Themes

Spots of Colour / Poka Dot

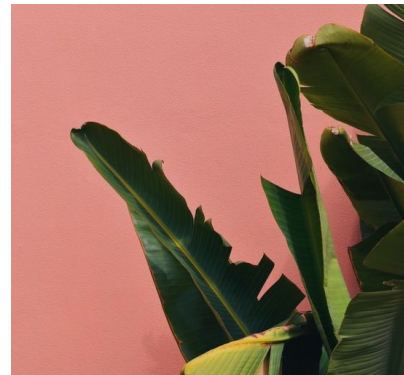
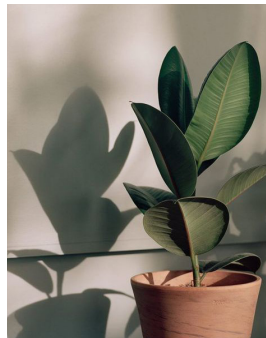


Bits and Pieces V1

Products

Themes

Chic



20/02/19

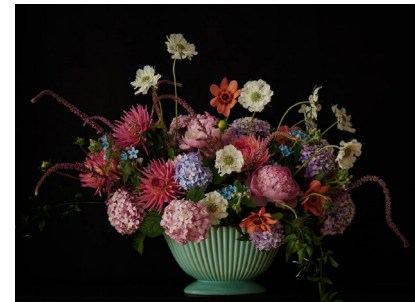
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Bits and Pieces V1

Products

Themes

Organic / Natural



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Bits and Pieces V1

Products

Themes

Patterns



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