



Hallmark Flowers celebrates the people who make our hearts happiest – our truest friends, the families we’ve made...maybe that meant-to-be partner we share our lives with. It’s time to surprise them, make their eyes light up, remind them how lucky we feel to know them. This collection represents all kinds of love, and consumers will follow their hearts when shopping it, to find what’s most meaningful to them. Whether it’s flirty, lighthearted, or just plain fun, there’s something for every kind of connection. Offer options that make them think of someone special, and they just can’t pass them up! Check out our latest themed bouquets...

### ***Dream Big Blooms***

It’s time to celebrate graduates of every age, with all kinds of achievements and accomplishments. They’ve put in the hard work, but they know their journey is just beginning. They’re on a mission to make big changes, and their world is ready and waiting. It means so much to celebrate that one-of-a-kind moment with the people in their lives, and this collection is all about marking those milestones in a hopeful, memorable way. It’s about more than just saying “way to go;” it’s a reminder that the future is bright and filled with possibility, and that they have all they need inside to make good things happen for themselves – and for the world.

### ***Nurtured Nature***

It’s that time of year when we all need a little breather—to sit back and say *ahh...* after the hustle of the holidays. As we ring in the new year, everything seems possible. It’s a fresh start that brings new perspectives, healthier habits, and commitments to greater self-care. This collection celebrates that natural rhythm of life with invitations to find beauty, comfort, and peace in nature. We’re here to help our consumer reconnect, to grow and nurture the relationships that mean so much—both their relationships with others and with themselves.

### ***Thanks a Bunch, Mom***

On Mother’s Day, we all know what moms want most—to hear that they’re loved and appreciated. A mom wears many hats these days, and while motherhood may be rewarding, it’s definitely not easy! Real moms know that the perfect family doesn’t exist, but they’re proud of the family they’ve created and the relationships they’ve built. This collection celebrates all those women in our lives, and all the ways they bring beauty to their little corners of the world. With bright colors and uplifting quotes, it’s an opportunity to remind them that what they do matters more than they know. It’s a chance to encourage them, inspire them, and nudge them to care for themselves like they care for others every day.

### ***Petals & Peeps***

There's nothing quite like the feeling of the world awakening from its long winter slumber. Everything feels fresh and new, filling us with a desire to make the most of our time together as we share the peace, hope, and faith that the season offers. While Easter is an opportunity to bring family and friends together, the celebration of spring can last all season long. This collection is inspired by South American folk art, the blend of bright and bold natural colors creating a sense of joy and optimism. We'll catch the eye of the consumer who's looking to lighten a heart, share a smile, or just celebrate nature's beauty with the ones they love. Whether it's to express comfort, friendship, or togetherness, they can snag a just-right hostess gift or a just-because surprise to make someone's day.

### ***Breezy Day***

Early summer brings the arrival of simple joys; both the kind we look forward to each year, and the kind that float into our lives unexpectedly, as if on a soft breeze. When that happens, we can welcome those little blessings with open minds and hearts. They're gifts of love from the world to us – the kind we all need and deserve. This collection inspires that easy-breezy feeling—the splendor of longer days to savor, carefree memories to make, and nature to delight our senses in all our favorite ways. These natural elements and soothing colors will inspire consumers to cherish the refreshing moments this season brings and share them with the ones they love.

### ***Harvest Happiness***

When it comes to fall and Thanksgiving, we're most grateful for the gatherings. Because spending time with loved ones is as much about feeding our spirits as filling our plates. Whether it's the family we were born with or the one we've created along the way (reflected in the growing popularity of "Friendsgiving"!) we want to make our time together meaningful, however we choose to cozy up and celebrate. This collection offers that sense of warmth, coziness and charm inspired by the autumn season. Whether our consumer is in search of the perfect hostess gift, a fun fall surprise, or a charming touch for their own home, they'll find it here.

### ***Merry Everything***

Creating. Giving. Spreading cheer. Delighting in the moment. The holidays are all about doing what we love, with the ones we love. Whether we're baking goodies, settling in for a movie marathon, or sharing meaningful gifts and unexpected acts of kindness, this season is like no other. More and more, we are prioritizing authenticity and emotional well-being over achieving the perfect holiday. Our consumer isn't looking to impress; they're looking to connect, to express real love and friendship in a way that delights, lifts spirits, and celebrates the childlike wonder we all love about this time of year. This charming collection offers all those things with a touch of nostalgia and plenty of joy.