



### ISSUE 3

In this volume we celebrate a new, fantastic peony season. We travel to sunny France, follow the perfect peony from the field to the vase, discuss design trends with champion florist Hanneke Frankema and look at style secrets of our favourite flower.





## INTRODUCTION



Dear peony fan,

We know how much work it takes to cultivate the world's finest peonies. To cut them at just the right time and to bring them – super fresh – to a vase near you. But we also know that ultimately the magic of the perfect peony is more than worth it. Their stellar looks, striking colours and incredible shapes make you forget all the hard work that goes into it.

We hope this magazine has the same effect. In it, you'll read about everything that's going on at My Peony Society. But most of all, you'll hopefully get a sense of wonder and awe as we celebrate the most beautiful spectacle on this planet: the bloom of the peony.

You'll read about our growers in France, our new adventure *Radical Wonders*, and you'll meet Dutch champion florist Hanneke Frankema. By the time you read this she may have won the European Championship.

Feel free to forget about work and responsibilities for a while. Just fall in love with peonies, all over again!

Let's stay in touch,  
Marty Star





**Sometimes  
science is  
more art  
than science**

Find out all about Madame Claude Tain and its availability at [mypeonysociety.com](http://mypeonysociety.com)



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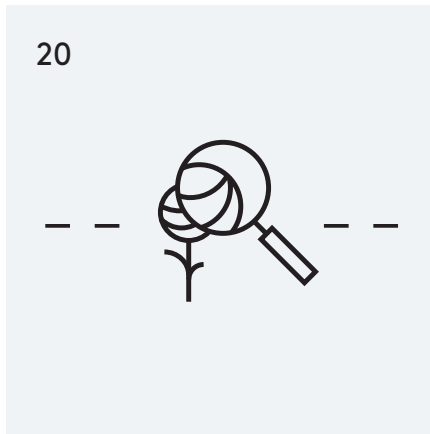
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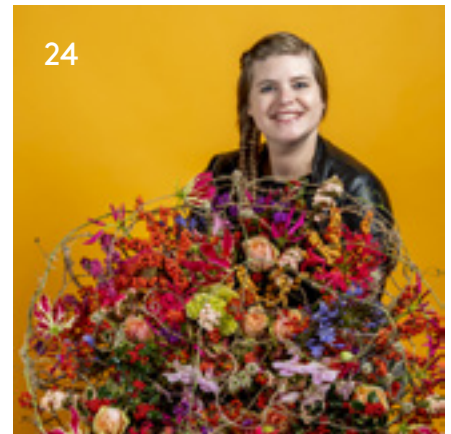
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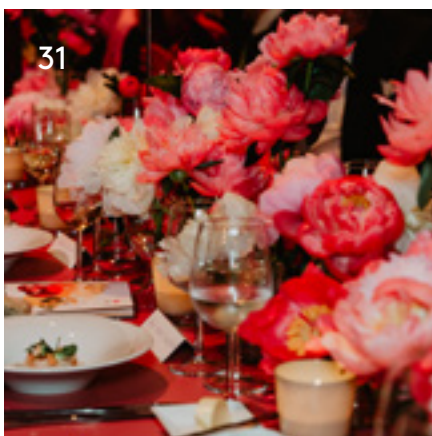
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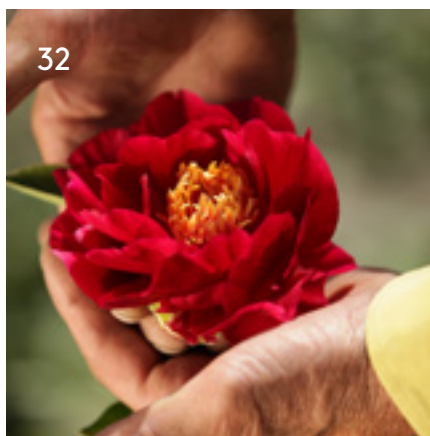
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# Shot of joy



The bloom of the peony is a shot of joy, lasting only a few weeks each year. The short, sweet spectacle is an obvious favourite among photographers and designers.

We picked one of our favourite shoots, for Vogue, starring our peonies.



















Photography: Sophie van der Perre

Production: Novembre Atelier / LM Flower Fashion Productions for Vogue Living NL

Model: Annemara Post

# Style secrets for peony fans

TIMELESS SENSE OF STYLE

In a world that's changing at an ever increasing pace, style and fashion have always been particularly ethereal. What's in today will be very much out tomorrow. Following trends is treading dangerous waters, hoping you've read the latest and made one or two lucky guesses. To help you keep your head above waters, we've compiled fashion advice for the peony aficionado - based on the timeless sense of style of the peony itself.



Command Performance

## 1. Bloom big (... and then go bigger)

Who said less is more? Try dreaming big for a change, and look sensational doing so! If you decide to take the spotlight, be the most outrageous, glamorous version of you. To see how it's done you'll only have to look at the peony in bloom; an eye-catching spectacle of colour and volume. For more inspiration, explore varieties such as Command Performance, Dinner Plate and Pillow Talk. Their flowers are big (up to 250 mm), with lush lacy petals. Think you can go bigger?



Dinner Plate



Pillow Talk





Avis Varner



Kansas

## 2. Have it both ways

Shabby chic, or neon glam? A romantic getaway to the countryside, or a refreshing afternoon at the coolest club in town? Trust us – in fashion, you don't have to choose. Have it both ways. Mix tones, looks and accessories into a thoroughly unique blend of you-ness. Whatever your style, you can count on our purple peonies to perfect your looks. Brilliant varieties like Avis Varner, Kansas and Red Sarah Bernhardt are equal parts sweet and sharp, hot and cold, fit for bouquets or as single flowers.



Red Sarah Bernhardt



Bridal Shower



Duchesse de Nemours

## 3. Heart the classics

White never goes out of style, period. Contrast your favourite colours with the bright white of exclusive ski resorts, over-the-top dream weddings and the humble frappuccino to go. If your looking for matching peonies, you really can't go wrong with classic varieties such as Bridal Shower, Duchesse de Nemours and Baroness Schroeder. They're cool, elegant and subtly fragrant, ideal in a stylish bouquet or dazzling decoration. These classic white peonies don't throw any shade, is all we're saying.



Baroness  
Schroeder

# Follow the sun



We're crossing borders to bring you the best peonies, fresh from the fields of our growers. In this volume we are traveling to sunny France!





## It's always peony season somewhere

With over 40 growers in 6 countries world wide, our peony season starts in Italy, followed by France, New Zealand and, finally, the Netherlands. Differences in climate and soil makeup mean that different varieties thrive in every country.

Join us on our Tour de Pivoines as we follow the sun – and peony season – into France.



### The Midi

The south of France, known as the Midi, is perfect for growing peonies. Hot days, with plenty of sun, and cold nights are just what they need. They are kept outside, on the fields, without pretty much any protection against storm or rain - you might call it a laissez-faire affair. It results in these plants becoming real power houses, with strong stems

and big, gorgeous flower heads. French peonies are known for their intense, fantastic colours and huge sizes. Keeping the peonies outside can be risky; it's notoriously difficult to predict "Dame Nature". We count on the experience and skill of our French growers to know exactly when to harvest, at precisely the right time.



Cutting Sarah Bernhardt at Paeon in the Bordeaux region



Growing peonies outside is difficult but results in peonies that are true power houses

## 2

### Bordeaux region

Jacob Karsten cultivates his peonies on the fields of Paeon, a growery with about ten hectares of land in the famous Bordeaux region. The breath-taking, rugged French countryside inspired him to cultivate his peonies biologically, with organic fertilizer. "It's better for the soil, the insects, and ultimately the planet."

The assortment consists of Athena, Mary E. Nicholls, Jacorma, Flame, Coral Sunset, Command Performance, Sarah Bernardt, Duchesse de Nemours, Coral Charm, Miss America, Red Grace, Alertie and The Fawn.



3

## Paris

Next stop: Paris! We're visiting Marché de Rungis, the main international market of Paris, located in the municipality of Rungis.

One of the largest wholesale markets in the world, it's a huge, bustling affair. Every year over 1.5000.000 tonnes of culinary specialties and 32.000.000 bunches of the world's finest cut flowers exchange hands here.

Near the entrance we meet Thierry Cochet, flower trader "par excellence". His stall is a sea of intense colours, flowers of all shapes and sizes, with something

for everybody. Working here for over thirty years, Thierry has become a staple of the Marché de Rungis. Rumour has it his forefather was the personal gardner of the admiral of Bougainville, and the creator of one of the first rose gardens - his passion for flowers comes as no surprise then.

He tries to deal in locally sourced flowers whenever possible, with a strong preference for French peonies. With peonies, he says, it's the quality that matters. And it just so happens to be the case, he adds with total confidence, that French peonies are the best in the world!



In Marché de Rungis you'll find plenty of top notch peonies



4

## Beaujolais region

The Province of Beaujolais, north of Lyon, isn't known for their peonies. The big draw here is the typical light-bodied red wine, generally produced with the local Gamay grape. But that doesn't mean peony fans have no reason to be here. We recommend visiting Juliéνας, in the far north of the Beaujolais region, to sample the local Beaujolais Cru. An earthy wine with hints of strawberry, cinnamon, violets and... peonies. Floral sweetness perfectly balanced by a little spice. According to vinologists Julienas pairs well with pheasant and duck. We'll say it also goes great with a freshly cut Madame Claude Tain or Pastelegance.



Organically grown peonies in France are big, beautiful and better for our planet





# From the field...

This is how My Peony Society makes sure fans all over the world get to enjoy the spectacle that's a peony in full bloom.



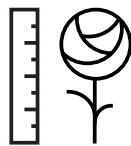
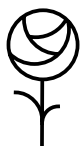
Grown with love



Freshly cut at the right time, hand picked with care



Next level quality control, by perfectionists



Growing perfect peonies is equal parts art and science. Our growers are in a league of their own when it comes to raw talent, expertise and creativity. But there's another, equally important, secret to their success: they are are totally, passionately, head-over-heels in love with their peonies.

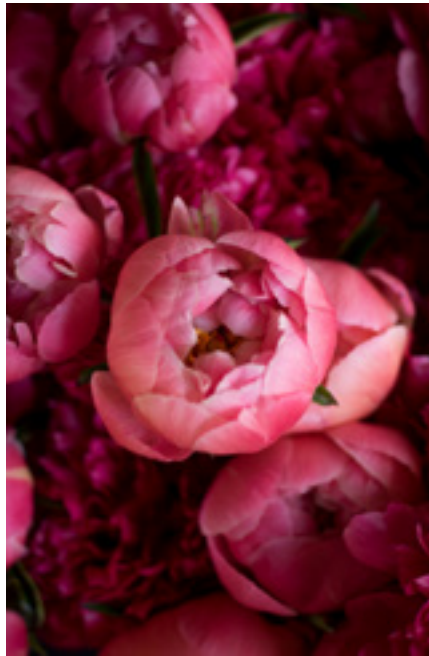
We harvest at exactly the right time. Too early means the flowers might not fully open, too late means the peonies won't last. We pride ourselves on our excellent timing. Most peonies are hand picked, as machines can damage the flowers and disrupt the fields.

We're perfectionists by nature. Since it's in all of our best interest to raise our standard, our growers check each others harvest. All peonies are centrally processed, scrutinized by our most picky professionals, and prepared for transport.





The shortest route to a vase near you



A unique collection



Enjoy the spectacle



Our peonies are cool to travel. Modern, state-of-the-art transport methods guarantee fast, fresh delivery with high energy efficiency. Shipping directly to our customers means we can reduce costs and environmental impact.



Each year My Peony Society brings together the most complete collection of peonies, in all shapes, sizes and colours. Enjoy crowd favourites like Sarah Bernhardt, or discover exotic beauties like Quitzin.



At our website you'll find over 120 varieties - and opportunities to fall in love with the spectacle that is the bloom of the peony!

# ...to the vase



**I'm pickin'  
up good  
vibrations**

Find out all about Dinner Plate and its availability at [mypeonysociety.com](http://mypeonysociety.com)



# Beautiful by nature, radical by choice



Explore the world's best berry  
bushes and blossom branches

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**RADICAL WONDERS**

INTERVIEW

# Match made in heaven





HANNEKE  
FRANKEMA

is shaking up the floral world with her eye catching, avant-garde designs. She was the youngest florist ever to be awarded the title of Master Florist. She has won the Barcelona World Flower Cup and the Dutch National Florist Championship, and will be competing in the European Championship next year.

Hanneke teaches master classes all over the world, and regularly travels to Beijing, Moscow and New York for demonstrations. We catch her on a rare day at home, near Sneek in the far north of the Netherlands.

**You have been incredibly successful so far. Can you tell a bit about how you became a floral designer?**

When I was young I didn't even know this was a potential career path. I started out studying agriculture, and after a while I decided to take specialised

classes in floral design. That's where I found out I had talent. My arrangements stood out, I began winning competitions. It's not something I planned, but it turned out wonderful.

For a while I ran a floral shop, but I ended up doing more and more projects, being at events and teaching. So that's what I focus on now.

**How would you describe your style?**

My style is described as avant-garde, matching all sorts of techniques and materials





together. I love using wood and metal frames, going for bold, expressive looks. Most of my designs aren't planned ahead meticulously. They sort of grow as I'm working. It's a very creative process. I like the unpredictability.

### Any favourite flower?

I'm into all kinds of flowers - a good floral designer doesn't have favourites! Peonies are in a league of their own. They go perfect with my style, using vases and frames, combining flowers and innovative techniques. Peonies are big and voluminous; they're a perfect natural focal point. When there's a lot happening in an arrangement, a well-placed

peony brings calm and cohesion. Of course I love that there are all these bold, striking colours. Salmon peonies are my favourite. Oh, and the bordeaux red one!

### Can you give us a few trend tips for the upcoming season?

I honestly don't know, haha. I'm not that interested in trends, I don't think I follow them. I hate copying other people's work, I'd rather make whatever I like. And I think that's when you make your best work.

I see more people use metal objects in arrangements, combining fresh flowers with dry

material. That has been part of my work forever but I think it's finally becoming more popular. In my own work, right now I love using warm colours such as salmon, gold, copper, pink; Christmas tree colours! Don't worry, they go great with any season. As long as the colours fit with what I'm trying to express.

### You're competing in the European Championship! First of all, congratulations.

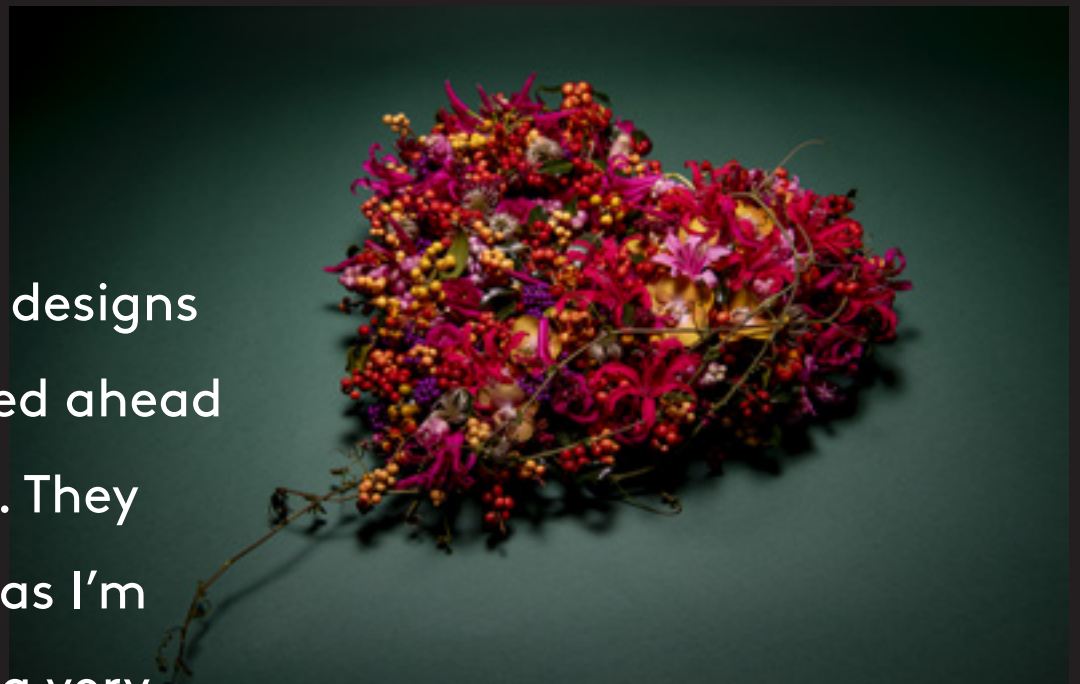
This Championship is high on my wish list. I'm excited to finally go for it. Because I won the National Championship, I get to compete in the European Championship next year, in Katowice, Poland. I just got all the rules and regulations. There are over a hundred pages, so I'll be studying for a while.





Hanneke Frankema's eye catching, avant-garde designs shake up the floral world

„Most of my designs aren't planned ahead meticulously. They sort of grow as I'm working. It's a very creative process. I like the unpredictability.”







Hanneke's Fleuramour 2016 project at castle Alden Biesen. Measuring 8 metres in height and 10 metres in diameter, the 1.300-kilogram design used 5.000 tubes, 15.000 tie wraps, and 15.000 flowers!



## What are Florist Championships like? Are you nervous?

Competitions are hard work, but also a lot of fun. I don't stress too much, because at this point I have lots of experience and I have some sort of an idea of what works. You get a feel for what kinds of flowers go together, what the right ratios are and which pots and vases to use. Usually you can't prepare much, anyway. You receive a briefing, some materials can be prepared ahead and then you have

create your arrangement on the spot. Sometimes you just get a "surprise box" with flowers, and they expect you to work with whatever's in there. So there's really no point in being nervous.

## The Netherlands are famous for their flowers. Do you think Dutch florists have an unfair advantage?

I really don't think so. Dutch florists haven't been doing great in competitions, sadly. I'm not

sure why that is. Maybe because the Netherlands has such an abundance of fresh flowers, florists have the tendency to cram their arrangements with them. They're overdoing it, losing all subtlety. Especially with international competitions the jury looks for refinement, and an eye for detail.

## What is your dream project?

The first thing that comes to mind was the project I did at Fleuramour 2016, at castle Alden Biesen. Together with Max van de Sluis I decorated the court yard with a giant floral installation, of ten by ten metres, that saw 15.000 flowers suspended in mid-air.

In the future I'd love making a photo book together with Nico, my life partner. He's a professional photographer and we often work together. It's our dream project, but - admittedly - it's not very practical. It would take a lot of time, which I don't have at the moment, and strictly speaking there's no reason to do it. But it would be awesome.





# Alliam

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# is the future

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Allium, Nerine and Agapanthus are tomorrow's must-have flowers. From elegant wedding party to rock-your-socks-off stadium concert, these tall, colourful flowers are ready to conquer the world!

We're wildly in love with these fantastic flowers, and believe they deserve an audience of millions. We work with the world's best growers to bring you the tallest, boldest, most dazzling Allium, Nerine and Agapanthus. At top-notch quality, reliable volumes and in a wide range of varieties, from the quirky Hairy Friend to the record-breaking Mount Everest.

Step into the future today, discover our story at [alliamflowers.com](https://alliamflowers.com)



# A festive night for science



Ditta van Gent / Oogenlust

A spectacular gala evening, fabulous cooking and exclusive musical performances – all amid an swirling sea of coral peonies. A festive affair to be sure, but one that draws attention to a serious matter.

Metakids aims to increase awareness of metabolic disorders in children. Too few people know about metabolic disorders, and thus raising funds to battle them is difficult. Metakids hopes to change this by organising various events and fund raisers, one of

which is the annual Metakids Spring Dinner. All of the money raised goes to research into treatments. The organisation is convinced that research is the way to create a future where all metabolic disorders will be treatable.

We were more than happy to sponsor the event and support the gala with over 4.000 of our finest coral peonies. We included the varieties Coral Sunset and Coral Charm. These very popular coral peonies change colour when

in bloom, from coral to cerise, orange, cream and white. The dazzling sea of pink and orange flowers in bloom - perfectly styled by our partner Oogenlust - was the perfect backdrop for a night of listening, experiencing and giving. The proof is in the pudding: with the help of all the sponsors, and volunteers Metakids raised over € 250.000!

For more information about Metakids, please visit [www.metakids.nl](http://www.metakids.nl)

# The 5 steps to spectacular

Grown with passion, delivered with perfect timing. Once you've got My Peony Society's premium quality peonies you're only five simple steps away from spectacular.



1

Slice (don't cut) the stems at an angle. Gently push back the bud's outer green covering and petals.

3

Arrange according to style, solo or in a spectacular bouquet. Leave ample room for the flowers to fully open.

5

Keep in a cool place, with natural light. Sit back, enjoy the spectacle!

2

Put the peonies in a vase with cool water. Remove all foliage below water level.

4

Change the water daily. Each time, add some flower food and trim the stem ends.





**You're my  
number one  
with the  
lemonade**

Find out all about Red Charm and its availability at [mypeonysociety.com](http://mypeonysociety.com)

# AVAILABILITY

Relative availability per variety

■ High 
 ■ Medium 
 ■ Limited

Week	17	18	19	20	21	22	23	24	25	26	27	28
Alertie	Limited	Limited	High	High	High	High	High				Limited	
Ann Cousins								Limited	Limited	Limited		High
Athena		High	High	High								
Bowl Of Cream	Limited	Limited	High	High	High	High	High	High	High	High	High	Limited
Bridal Shower	Limited	Limited	High	High	Limited	Limited						
Buckeye Belle	Limited	Limited	High	High	Limited	Limited						
Catharina Fontijn	Limited	Limited				High	High	High	High	High	High	High
Chiffon Parfait								Limited	High	Limited	Limited	
Command Performance	Limited	High	High	High	High	High	High	High	High	Limited	Limited	
Coral Charm	High	High	High	High	High	Limited						
Coral Sunset	High	High	High	High	High	High	High	High	High	High	High	High
Dr. Alexander Fleming	High	High	High	High	High	High	High	High	High	High	High	High
Duchesse De Nemours	High	High	High	High	High	High	High	High	High	High	High	High
Elsa Sass						Limited	Limited	Limited	Limited	Limited	Limited	Limited
Etched Salmon	Limited	Limited			Limited	Limited	Limited	Limited	Limited	Limited	Limited	
Festiva Maxima	Limited	High	High	High	Limited	High	High	Limited	High	Limited		
Flame	High	High	High	High	High	High					Limited	Limited
Florence Nicholls					Limited	Limited	Limited	Limited	Limited	Limited	Limited	High
Gardenia	Limited	High	High	High	High	High	High	High	High	High	High	High
Immaculee								Limited	High	High	High	High
Jacorma	Limited						Limited	High	High	High	High	High
Kansas		High	High	High	High	High	High	High	High	High	High	High
Karl Rosenfield	Limited	Limited			High	High	High	Limited				
Angel Cheeks		Limited						High	High	High	High	High
Pink Hawaiian Coral	High	High	High	High	High	High	High					
Louis Van Houtte									Limited			
Madame Claude Tain	High	High	High	High	High	High	High	High	High	High	High	High
Many Happy Returns		Limited	Limited	Limited	High	High	High	Limited	Limited	Limited	Limited	
Mary E. Nicholls					Limited	Limited	Limited	Limited	Limited	Limited	Limited	High
Miss America	Limited	High	High	High	High	High	High	High	High	High	High	High
Monsieur Jules Elie	Limited	High	High	High	High	High	High	High	High	High	High	Limited
Mothers Choice	Limited	High	High	High	High	High	High	Limited	High	High	High	High
Nick Shaylor								Limited	Limited	Limited	Limited	Limited
Noemi Demay	Limited	High	High	High	Limited	Limited						
Odile	High	High	High	High	Limited	Limited						
Old Faithful	Limited	Limited						Limited	Limited	Limited	Limited	Limited
Pink Panther	Limited	Limited		High	High	High	High	Limited	High	High		
Red Bernhardt	Limited	Limited	High	High	High	High	High	High	High	High	High	High
Red Charm	High	High	High	High	High	High	High	High	High	High	High	High
Red Grace	Limited	Limited			Limited	Limited						
Reine Hortense	Limited	High	High	High	Limited	Limited	High	High	Limited	Limited		
Sarah Bernhardt	High	High	High	High	High	High	High	High	High	High	High	High
Scarlett Ohara	High	High	Limited	High	Limited							
Shirley Temple	Limited	Limited	High	High	Limited	High	High	High				
The Fawn			Limited		Limited	High	High	High	High	High	High	High
	17	18	19	20	21	22	23	24	25	26	27	28

For detailed information on availability  
of all varieties visit [mypeonysociety.com](http://mypeonysociety.com)

## Get in touch

If you have any questions about our collection or want to become a reseller, don't hesitate to contact us.

Call +31 6 10 45 28 56  
or send an email to  
[sales@mypeonysociety.com](mailto:sales@mypeonysociety.com)

## Colophon

Copy and design: Gusmanson  
Creative direction: Gusmanson  
and My Peony Society





## **Designed by nature, perfected by us**

The bloom of the peony is an incredible spectacle, one everyone should get to enjoy. To make this happen My Peony Society brings together expert growers, traders and florists to craft the perfect peony. We ensure the quickest route to a vase near you, complete with 'full bloom guarantee'.