

SIMPLY  
CAEA

# STYLISH Natural

TRUE BEAUTY INSPIRED BY MOTHER NATURE

MARKUS WICKIHALTER | BLUMENTRÄFF | SWITZERLAND

SIMPLY DESIGN FILE #5



# Markus Wickihalter

*“Every single flower should be able to shine in my floral designs...”*

Blumenträff in Einsiedeln (Switzerland) is owned by top florist Markus Wickihalter. The shop (300m<sup>2</sup>) offers a huge selection of impressive flowers, plants and designs. Markus' aim is to inspire customers with many ideas for a better living... with flowers and plants.

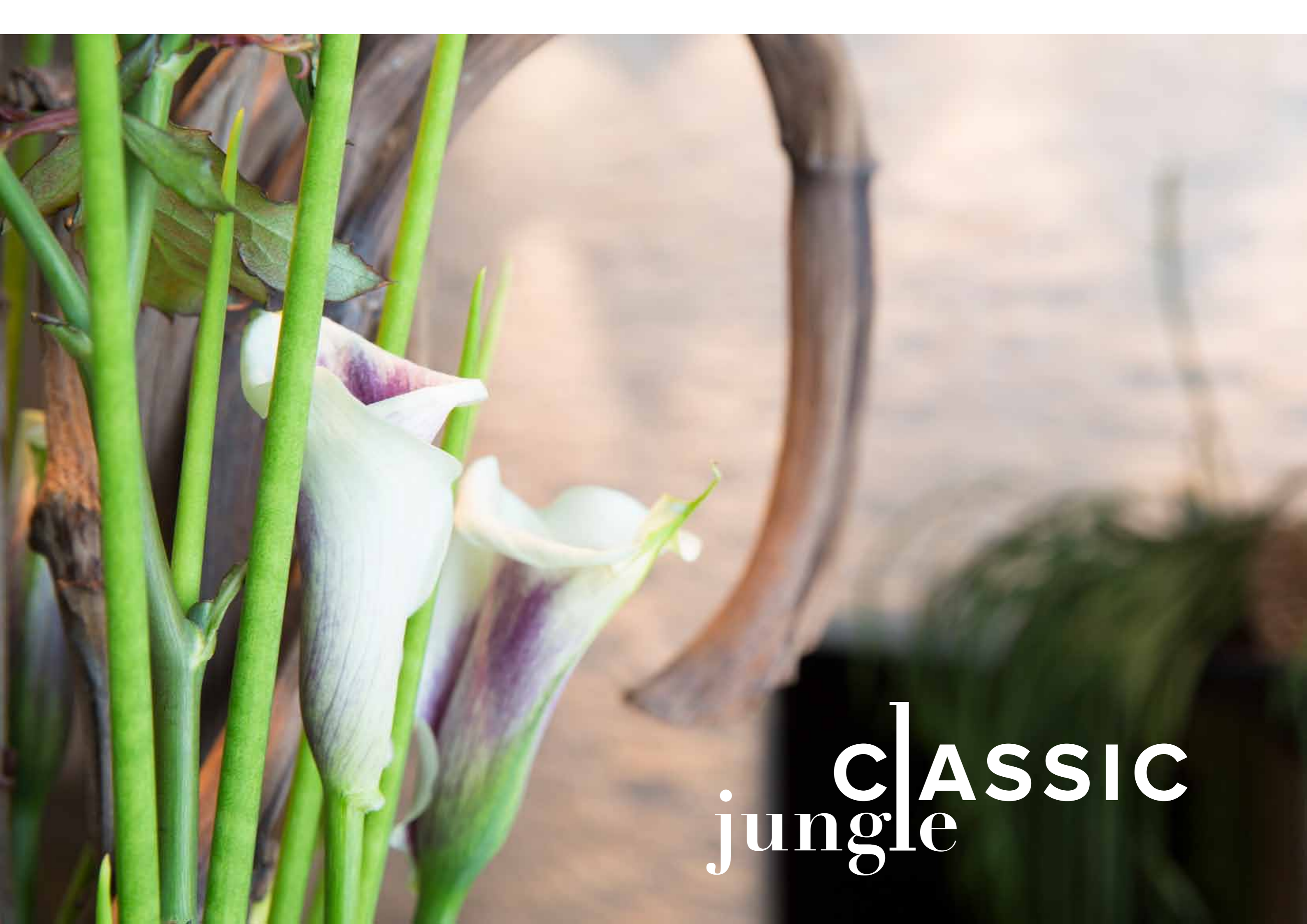
## BLUMENTRÄFF | SWITZERLAND

Markus wants to show the natural beauty and liveliness of flowers within a clear structure and texture of his floral designs and bouquets.

From this perspective he also worked with Callas for the creation of this Simply Design File.

Markus loves the unique shape and intense colours of Callas.

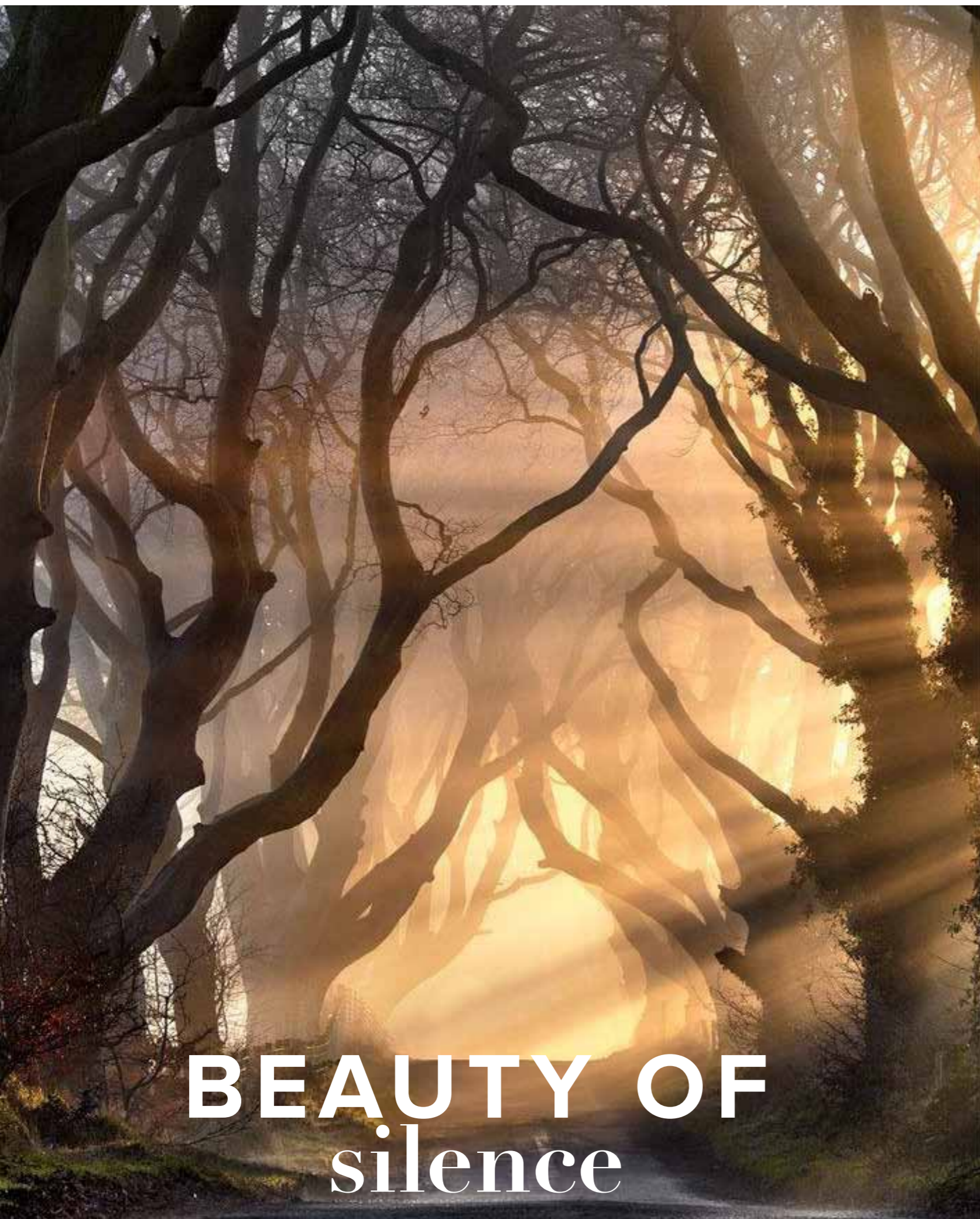
He says: “The Calla possesses a very dominant kind of beauty and style. She stands on her own, but in combination with other flowers, she is always willing to fit in and be part of the floral arrangement of a bouquet. A Calla will never be ‘overlooked’; even in small numbers she stands out from the crowd.”



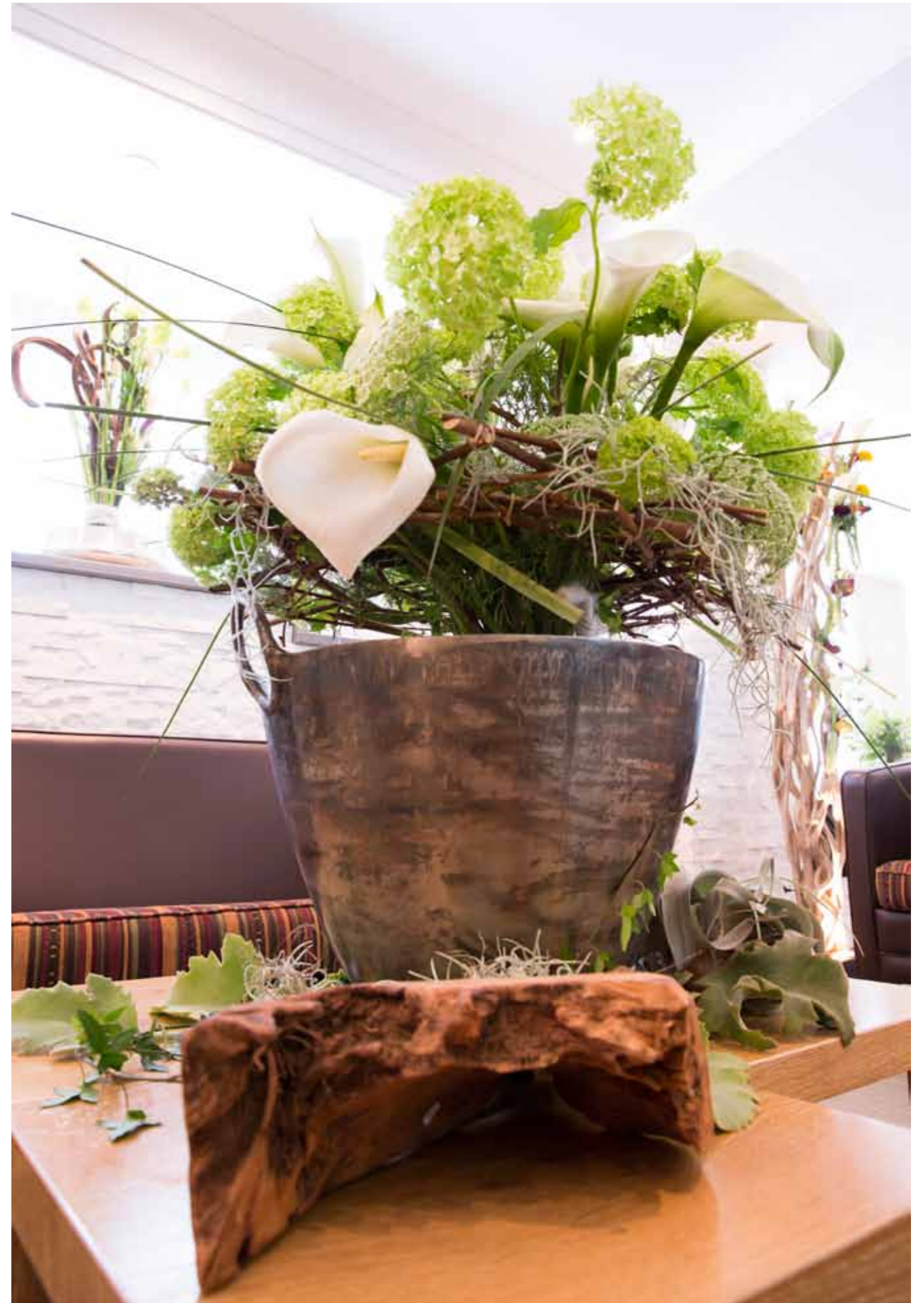
. CLASSIC  
jungle



*In*  
**Harmony**  
*like nature*



**BEAUTY OF**  
silence





**GREEN +**  
white



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Natural curves of wood make  
a great frame-work...

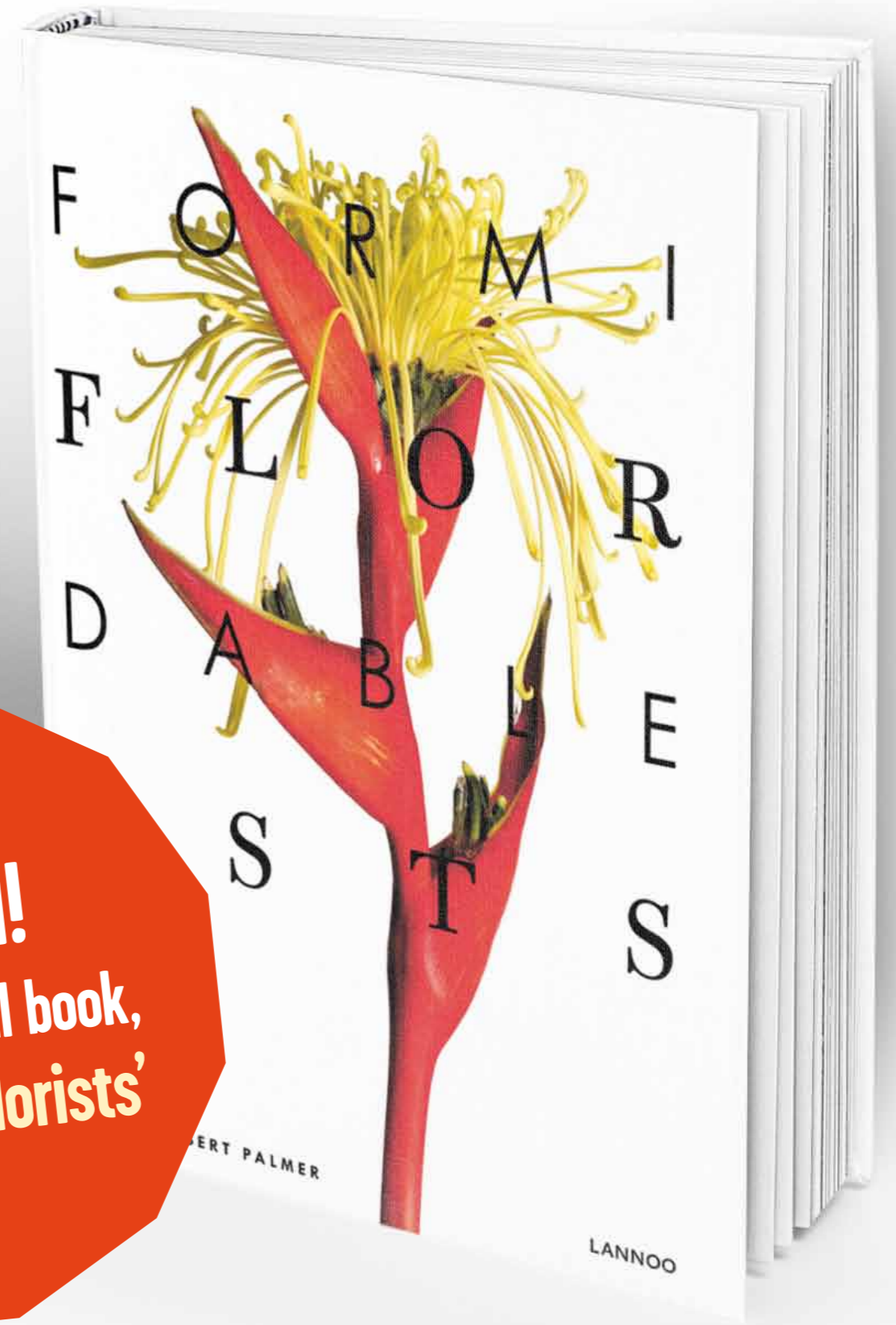


*Next file in your email box?*

*Sing in at*  
**THE END**  
*of the*  
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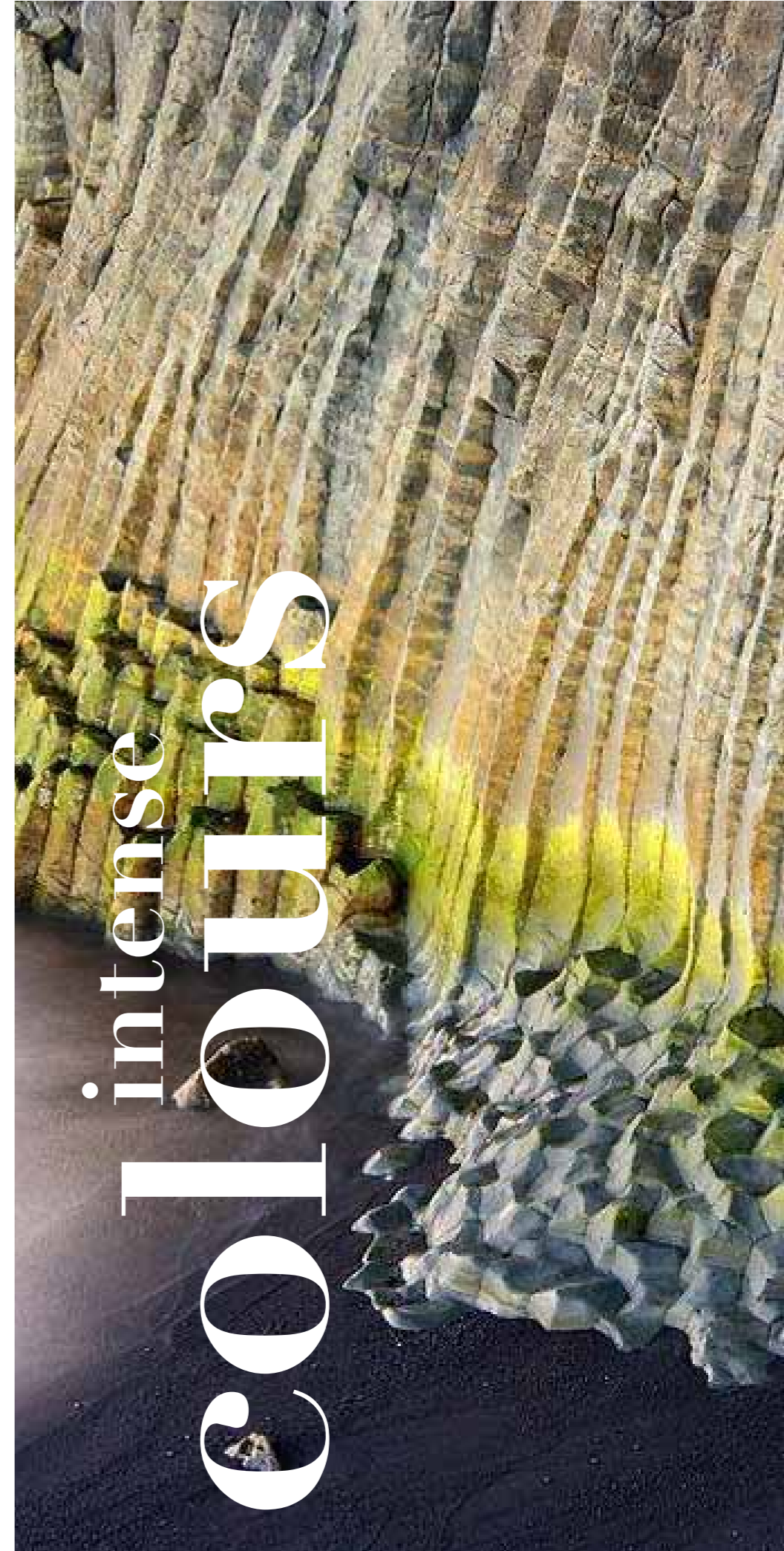


**AND WIN!**  
the inspirational book,  
**'Formidable Florists'**





“Her very distinctive and intense colours can be used for various themes and designs”.

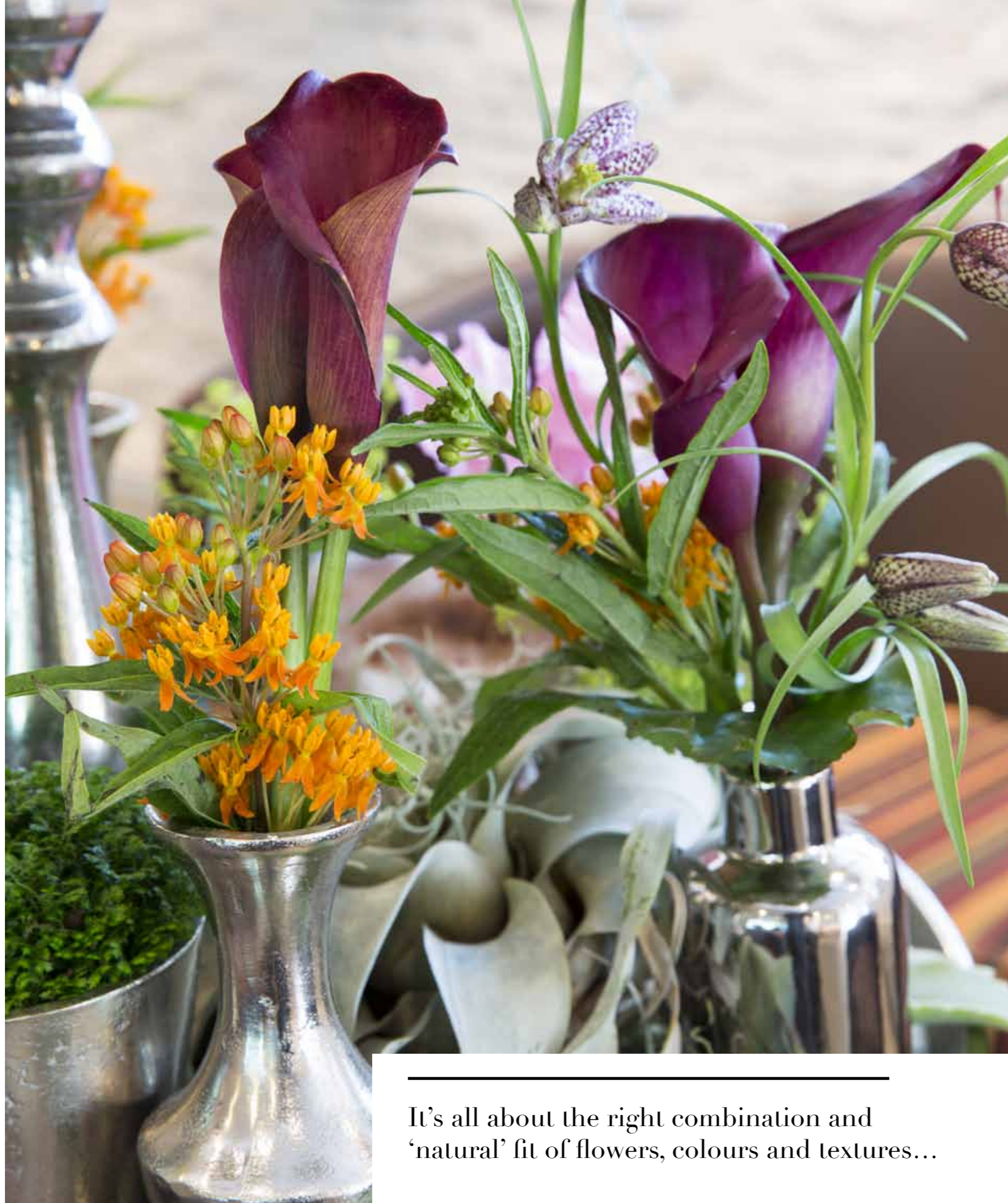






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Flow like the wind does...



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It's all about the right combination and  
'natural' fit of flowers, colours and textures...



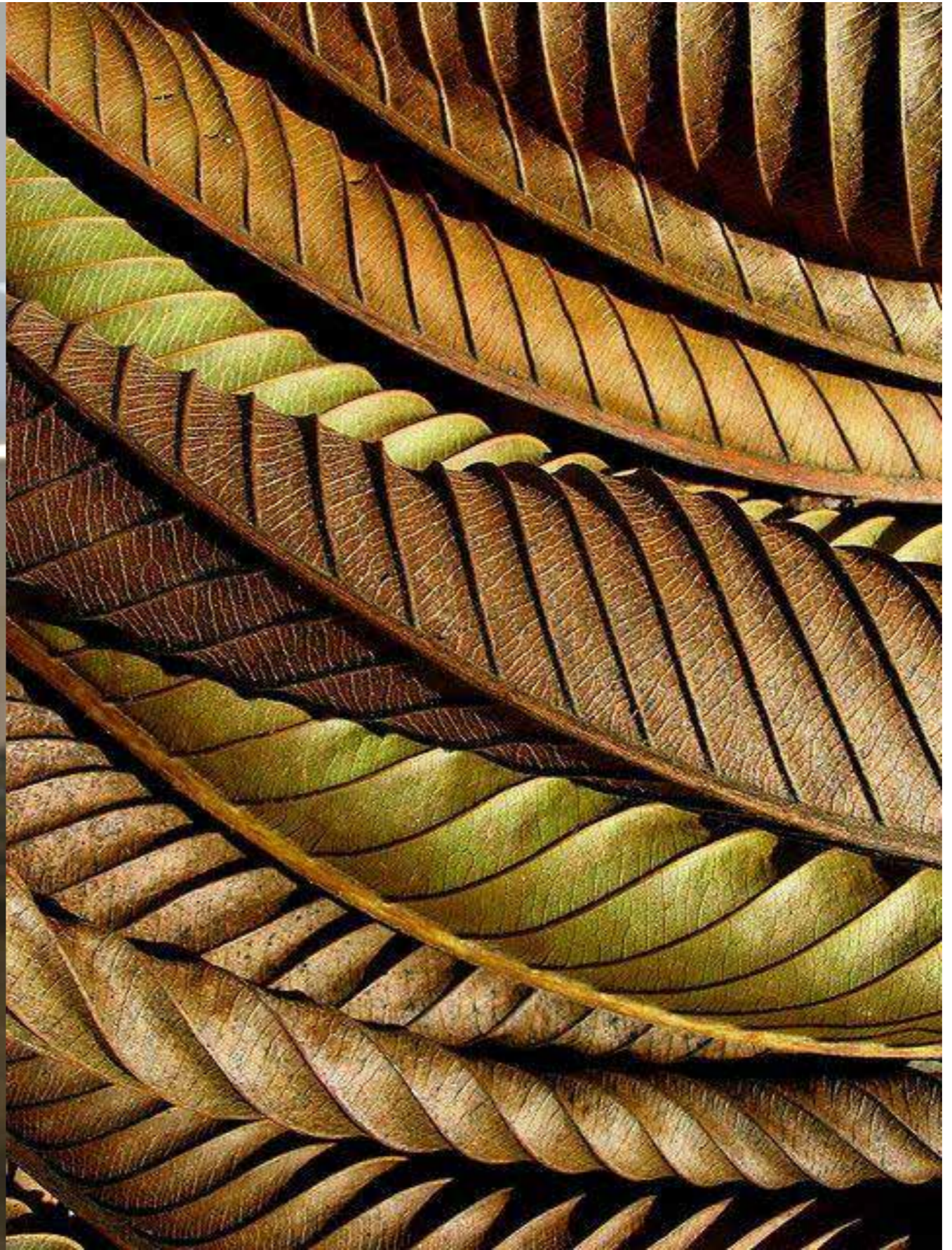


Every Calla is unique, and that is why it is worth it, to look for the right Calla to ‘spice up’ your designs.

HELLO  
HOTTY!











**INDOOR.**  
**gardening**  
playing with shapes and textures  
by nature





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Structure from the woods!



*shapes of the*  
**TRO  
PICS**



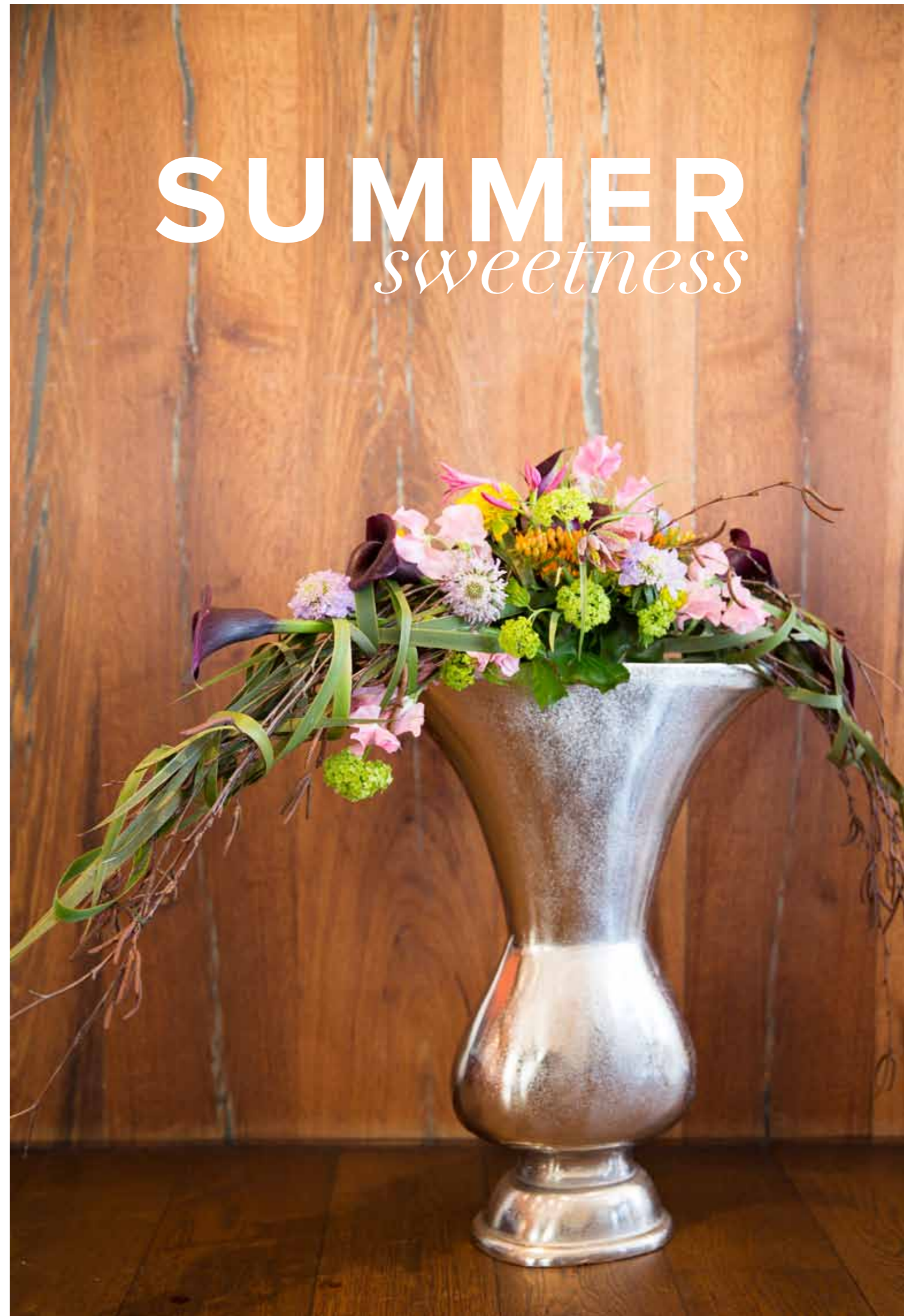
Wooden Elegance





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Markus: "Her true beauty reveals itself especially in more formal pieces".





# Garden highlight



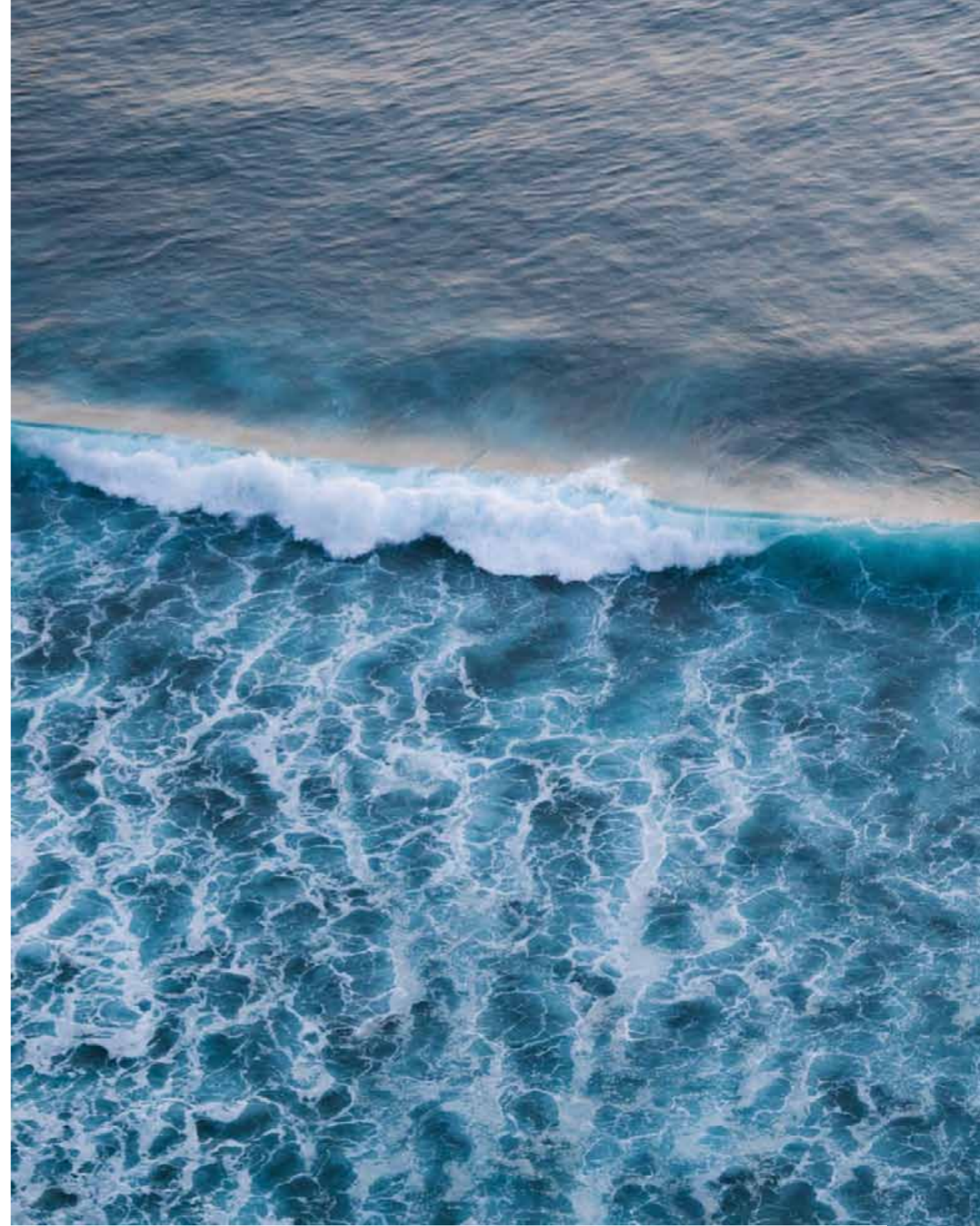


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With her very particular natural curve the Calla is predestined for flowing flower creations. If you let her go... she will thank you with calmness.







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‘I love this arrangement simply because of the perfect natural balance of textures, structures and colours’.







SIMPLY

CALLA

# STYLISH NATURAL

'BECAUSE OF THEIR UNIQUE APPEARANCE AND INTENSE COLOURS, EVERY CALLA IS ONE OF A KIND. WHEN COMBINED WITH OTHER FLOWERS IT IS SIMPLY NOT POSSIBLE TO IGNORE HER DOMINANT SPLENDOUR.' IN THIS LATEST ONLINE SIMPLY DESIGN FILE, TOP SWISS FLORIST MARKUS WICKIHALTER SHARED HIS PERSONAL EXPERIENCE WITH CALLAS IN WORDS, STYLISH DESIGNS AND IMPRESSIVE IMAGES AL INSPIRED BY MOTHER NATURE!

## Colophon

'Simply Design File' is a publication of [www.simplycalla.com](http://www.simplycalla.com)

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