

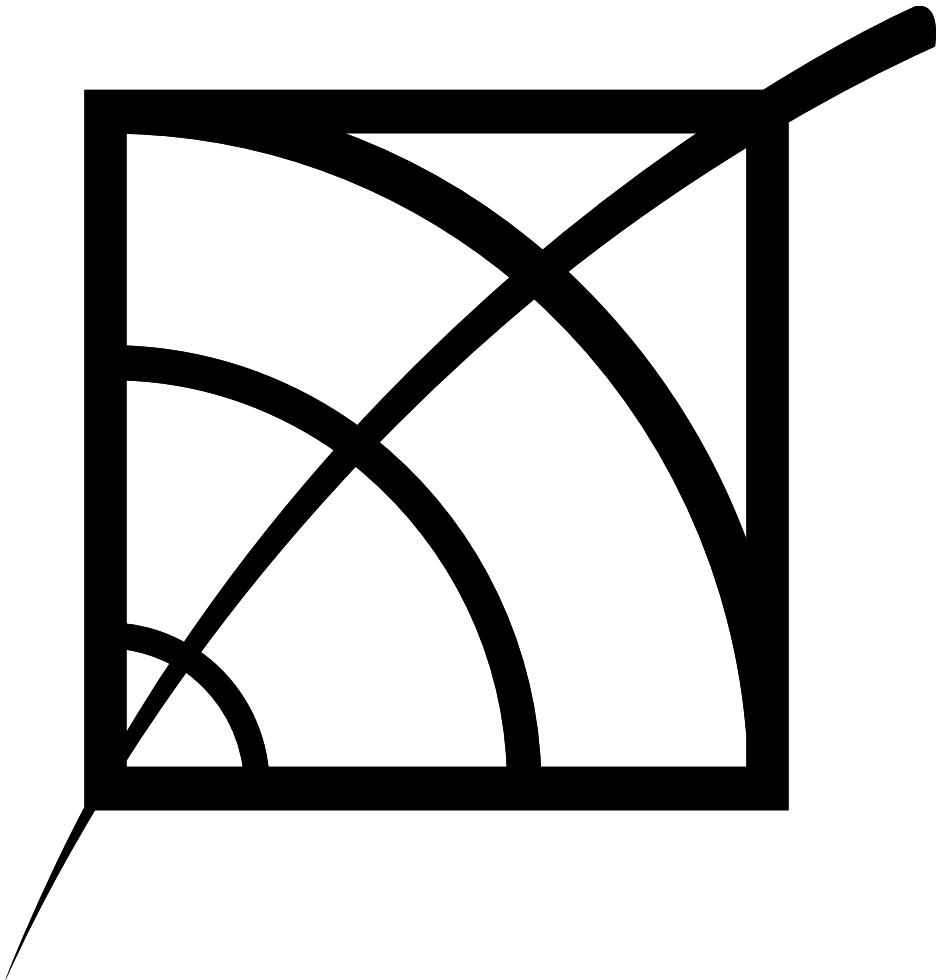
A woman with long brown hair is lying down, her eyes closed, surrounded by a vast sea of colorful flowers. She is wearing a light-colored, ruffled dress with small red beads. The flowers include various types of roses, peonies, and chrysanthemums in shades of pink, red, yellow, and white. The overall scene is romantic and serene.

SILKKA

flowers for life

SPRING | SUMMER 2024

SPRING | SUMMER 2024



SILK  KA





Patrick's story started over 25 years ago when the young florists' son took a bold step in starting to design silk flowers.

Who would have known by then, just how successful he would become in over 75 countries worldwide. Meet the man behind Silk-ka and his collections.

“The love for flowers and arrangements has been raised with me thanks to my father's flower shop. It was there were I first got inspired to further develop my skills in flower arrangements. Once on track it even brought me international recognition.

Always looking for new creations and innovations made me discover the endless opportunities of silk. Creating and designing originally Dutch collections. Handmade and high quality. Against all odds I'd decided to go for it! A new concept was born... a new company was founded: Silk-ka.

Nowadays we are one of the most renowned designers and exporters of silk flower collections worldwide. An achievement that was made possible in part by our many loyal and much appreciated customers. We couldn't have done it without you.

And to everyone for whom this is a first introduction to us... we can't wait to tell and show you more.

On behalf of my team we thank you for your interest in Silk-ka and hope to meet you soon!”

Friends & flowers for life!

Patrick Oude Groeniger



Silk-ka is not only a creative and innovative company, but above all we are down to earth people who understand that a quick glance of who, what & where is required.

Our business, our products, our collections

It is our business to design and create silk flower & plant collections. These original Dutch collections are handmade according to the highest standards of quality. For each season we design different collections that will give you endless variations. Our flowers and plants will last for life.

Our customers

Silk-ka is doing business with various customers worldwide. Of course you'll find us in retail where we not only deliver, but also advise the buyers in how to present our collections.

Another booming market is our event/project market. You can dress up and decorate any high-end event from premieres to launches, from romantic weddings to TV shows. Many renowned high-end companies and (haute-couture) brands from all over the world cooperate with Silk-ka. Please get in touch with us to discuss further opportunities.

Re-selling

Florists | Garden Centres | Home Decoration

Projects

Hospitality | Visual merchandising

Events

Premieres | Launches/Kick off's |
Weddings/Parties | (Fashion-)Shows

Our locations & where else to find us

Silk-ka Head Office & Showroom
Jan Tinbergenstraat 201
7559 SP Hengelo, The Netherlands
Phone: +31 (0)74 242 00 48
Mail: info@silk-ka.com

Silk-ka international

Showrooms:

Italy – Florence
Switzerland - Emmen
United Kingdom - London

Fairs:

Silk-ka shows on various international fairs.

More information & sales contact

silk-ka.com



Behind the **SCENES**



The launch of our Spring | Summer Collection 2024. Always an exciting premiere for all of us at Silk-ka. But what precedes all that? With this sneak peek we offer you a look behind the scenes. Find out about trends, inspiration, innovation and how this is translated into a new collection.

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INSPIRATION ANYONE?

It all starts with inspiration. For creatives like us a bare necessity. With our eyes wide open we can spot trends and beauty in everything, everybody and everywhere. From travelling the world, meeting people, watching nature, till glossy magazines and the newest and hottest tv series. What's hot and what's not?

What makes people's heart beat?

In fact, it's one big life story in which we all participate... from decorating our homes, our shops, to what fashion we wear, to what music we listen to, in short: it is all about what makes people's heart beat.



FOLLOW US ON
INSTAGRAM FOR MORE
BEHIND THE SCENES



A great idea, what's next?

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Ah... here's where the designing starts. More specific images and storylines come to mind. Moodboards with colour schemes, fabrics, materials and pictures are created and that's how a new collection comes to life physically.



TREND

Feels like magic!

The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the spell of the heart.

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Introducing the Silk-ka Real Touch Collection, a remarkable assortment of artificial flowers that revolutionises the way we perceive faux botanicals. This extraordinary collection showcases a stunning range of flowers and leaves that have been treated with a special potion, resulting in a truly lifelike and incredibly realistic touch and appearance.

With an extensive variety of luxurious blooms, including all-time favourites like festive Poppies, Roses and Peonies, playful Clematis accompanied by Cosmos, stylish Hyacinths and last but not least cheerful Scabiosas. The Real Touch Collection offers an unparalleled sensory experience. Each petal and leaf is crafted to mimic the delicate textures and details found in nature.



You are in for an exquisite treat as you explore this novelty line and discover the beauty and authenticity of these fairy tale wonders. Prepare to be amazed by the allure of the collection, a new world of sophistication and realism for all your floral arrangements!

All a bunch of hocus pocus?

Maybe, you'll find out soon enough...





TAKE A LOOK AT THE
MAKING OF THESE
BEAUTIFUL FLOWERS





INTRO

Once upon a time...

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In a land far, far away is where our new Silk-ka spring and summer collection 2024 story begins. A surprisingly modern fairy tale filled with an enchanting collection of flowers that will awaken the adventurous spirit in all of us!

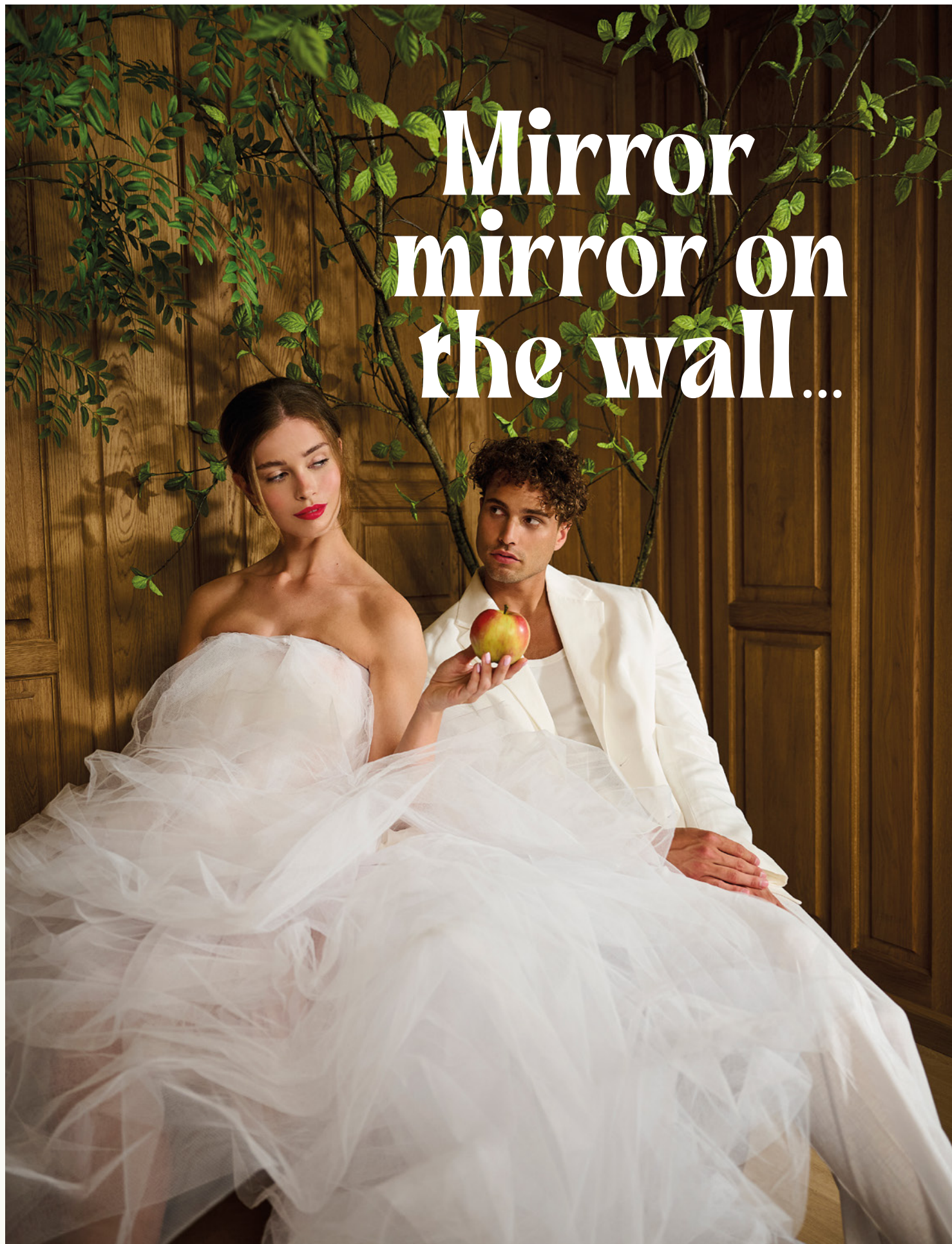
As the story continues we discover the most wonderful life like flowers, branches and leaves you have ever seen and touched. Guaranteed to bring that little bit of magic to spark your imagination...

And let's be real, sometimes we daydream about being that brave princess or that handsome prince, be swept away into a fantasy world. Whatever it is, just like our flowers it will bring you the feeling of a happily ever after!

Excited for more stories? **Just turn the page!**



Mirror mirror on the wall...



...who in this land is fairest of all?

COLLECTION CHAPTER ONE

You, my queen, are fair; it is true,
but the young princess is a thousand
times fairer than you...

Of course, as we all know, from our beloved bedtime story, revolving around a red lipped princess, the magical question about the reflection of true beauty, was answered in honesty. What followed was a drama queen, an apple, seven new friends and a handsome prince who was an extremely good kisser. End of story!

But not the end of our modern fairy tale story by far, we're just getting started and there is a whole lot more we want to share with you.

Feeling a bit into the woods? Just take a closer look at some of our characterful thick branches covered in mosses combined with a fresh new collection of

greenery and leaves. Maybe a bit more flowery? No problem! An opulence of delicate blossoms, Jasmine flowers and fragile Queen Anne lace blooms will brighten up any dark forest. Pure innocence on a stem.

For the fruity part, there was something about that delicious looking apple, just can't put my finger on it. Ah well, it probably will be all right!

Go ahead, take a bite...



SCAN AND GO DIRECTLY
TO THIS COLLECTION















TREND

Into the WOODS



25

**Into the woods, and down
the dell, the path is straight,
I know it well.**

You guessed it right, we're going into the woods with this extraordinary collection we created! A secret treasure filled with handcrafted branches, leaves, and greenery, that replicate the vibrant green essence of a wondrous woodland. Each delicate leaf and stem have been specially designed by our Silk-ka team to look like if they were freshly grown in the fields outside. Mix and match these beauties of the forest to create a curious play of light and shadow that will allow you to step into your own fairy tale, an adventurous story that's uniquely yours!































To wait
for him a
hundred
years...

...and all that while asleep, appears...

COLLECTION CHAPTER TWO

Late or early, matters not, true love comes by fairy-lot!

Let's begin at the beginning, it is a very sleepy, sorry, sleeping narrative revolving around a curious princess who waits patiently for true love's kiss, while she takes a long siesta for a century or so. What happened? Glad you asked, one evil fairy, three good ones, a spinning wheel, yards and yards of thorny Roses and again a handsome prince who was an extremely good kisser. After that? Lots of joy and happiness! Hurrah!

Something else that brings lots of joy and happiness is our charming spectacle of blushing Roses and Peonies combined with Hydrangeas, elegant Magnolias and ever blooming Ranunculus. Ideal to fill a castle with but a vase will also do.

Most of the flowers used in this chapter belong to the completely new Silk-ka Real Touch Collection, which gives them an incredibly realistic appearance. Each petal or leaf seems to possess a life of its own, making it almost impossible not to be impressed! Experience the wonderful range of two toned shades that bring extra depth to the coloration of the flowers and leaves.

A little advice from us...

Stay away from sharp pointy things because there will be no time to be sleepy with these beauties around!



SCAN AND GO DIRECTLY
TO THIS COLLECTION



















FLOWERS of grace

TREND



**Petals soft as a whispers breeze,
gracing the land with nature's ease.**

Let's talk about Peonies. We just can't get enough, and that's why this upcoming season we've got a whole alluring bunch of them! Exquisite blooms in bold colours and stunning flower forms, adding a touch of magic to any floral arrangement. Complete new colour palettes ranging from delicate pastels to dramatic darker shades, like peachy corals, enchanting lavenders and shocking pinks, elevate our Peonies to new heights. Moreover, their blossoms showcase a variation of fascinating shapes, from classic double blooms to unique varieties. These features, combined with their lush petals and soft velvety textures, make Peonies a timeless symbol of elegance and grace!























As you
are pretty,
so be wise...

...wolves may lurk in every guise...

COLLECTION CHAPTER THREE

Now, as then 'tis simple truth,
sweetest tongue has sharpest tooth!

Dear reader, at this point we feel the obligation to warn you, a little red flag along the ride that is our enchanting journey. Here is where the atmosphere darkens for our young fashionista who loves her 50 shades of red. In her tale she encounters a sweet old granny, the big bad wolf and a hunky huntsman who saves the day in the end! And also granny...

But before it gets all too dark, let's talk about the range of gorgeous flowers in this chapter that will bring a touch of lightness to even the shadiest corners.

Inspired by vibrant colours, our selection features sunny side up Marigolds, glowing Hogweeds, brightly coloured

Poppies, and golden Forsythia, each one carefully selected for their positive vibes. Sometimes all that's needed is a pop of colour and intriguing silhouettes to keep the eye visually interested!

If by any chance you find yourself ever wandering through a moonlit wood at night, surrounded by hanging branches covered in bright yellow blossoms, remember only one thing...

Stay on the path!



SCAN AND GO DIRECTLY
TO THIS COLLECTION

























TREND

Dangerous GOLDEN flowers

A burst of orange, a splash of gold, a treasure to keep, as it'll be told...

Dangerous? Yes, dangerously close to falling in love with Silk-ka's first collection of Marigolds! What's not to love about their sunny yellow petals and rich orange colour tones? These flowers symbolise warmth, love and a sense of wellbeing. Light up a space with our zingy Marigolds, a visual feast of big golden blooms that will elevate any setting. It's not just their rich colour palette that makes our Marigolds so charming. Their realistic appearance also brings to mind a sense of long lost nostalgia. Each petal perfectly placed, inviting you to pause and appreciate life's simple pleasures. Whether brightening up a special event or gifting a loved one, these Marigolds hold the magic to transform ordinary moments into extraordinary memories. Prepare to be bewitched by a dangerously irresistible charm!





























A ravishing
gown, at
no expense
cost...

...a vanishing slipper, on stairs, b'came lost!

COLLECTION CHAPTER FOUR

The girl this lavish shoe fits, 'he cried',
tomorrow morn shall be my bride!

Here we are, arrived at the last and final chapter. Like they say: time flies! Before you know it, the clock chimes twelve times and our independent girl will rush down a flight of marble stairs to disappear into the night. Long story short, who else played a part? Well, one wicked stepmother, two evil stepsisters, a fairy godmother, something with a large vegetable, uncomfortable shoes and, you guessed it, a handsome prince! No kissing involved...

If you're feeling a bit blue now, don't worry, most of our flowers in this chapter are also. In colour that is! We've got uplifting royal blues, shades of azure and cobalt, lavenders, lilacs and dark plums. And our sky blue, like a gentle breeze, will abso-

lutely bring a smile to your face! Treat yourself with this unlimited range of flowery leading ladies to choose from. There are joyful Hyacinths, sparkling Cornflowers, Clematis and Scabiosas. Transform any event in a romantic picture perfect garden filled with delicate blue and purple stars, to chase those 'blues' away!

Embrace this magical experience by stepping into somebody else's glass slippers for a moment. But be careful, once the clock strikes midnight...

...You'll be left with a pumpkin!



SCAN AND GO DIRECTLY
TO THIS COLLECTION















TREND

The SOULFUL blues



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**If thou of fortune be bereft and in thy store
there be but left, two loaves, sell one and
with the dole, buy Hyacinths to feed thy soul...**



Hyacinths, with their irresistible sparkle, are a true gem amongst the early season flowers. Their glamorous blue, lavender and purple colour tones create a feast for the beholder and instantly uplift the spirit! The exquisite flower shape further enhances their allure, charming every one with their elegant curves and delicate wax like petals. As joyous spring flowers, Hyacinths bring a burst of colour to any floral arrangement. Their vibrant presence makes them a showstopper in mixed bouquets, stealing the spotlight with their unique character. Hyacinths are truly a source of delight, both for the eyes and the soul!































A modern fairytale ending

As the final pages turn, our enchanting journey showcasing the spring and summer collection of 2024 comes to a conclusion. Hopefully you enjoyed yourself on this wondrous adventure where we explored the limitless boundaries of the imaginative world.

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Be inspired with everything we showed you on these pages from the outstanding range of Real Touch Collection flowers and brightly coloured Marigolds to the voluptuous curvy Hyacinths. Endless possibilities lie ahead of us for creating amazing new events. Just don't forget to add a touch of your own magic!

Now before the spell is broken at midnight let's recap the story that has been written today. There was an dubious apple, a long restful nap, some disagreement with a big bad wolf, a glass slipper on a marble staircase and to top it all off, a handsome prince who was an extremely good kisser! Too bad he and his fellow princes already found their enchanting match...

Not sure about the hunky huntsman though!

WILLKOMMEN, BIENVENUE, WELCOME

*Silk-ka proudly opens our showroom doors to you.
Step into our world. Here you'll find all our collections
that are presented to you in numerous arrangements.*

*Endless ideas, endless inspiration. Take your time to
stroll around and enjoy a refreshing drink at our bar.*

Chances are that you will not want to leave!



SILK-KA PROMISES YOU

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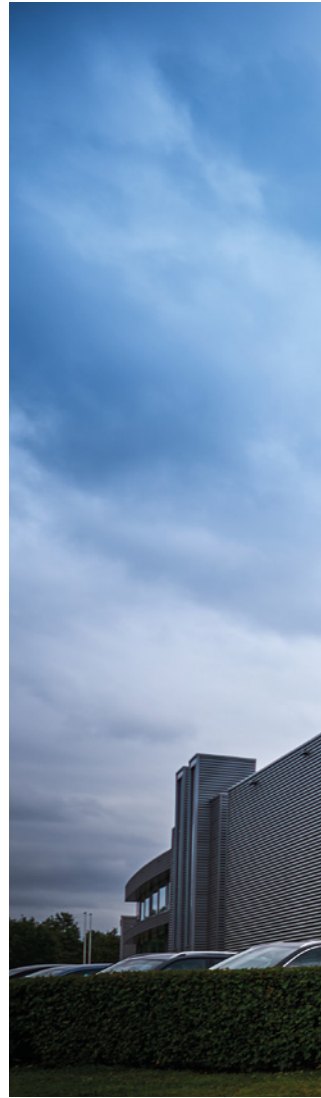
PURE CRAFTSMANSHIP

DUTCH ORIGINAL FLORAL DESIGN

INSPIRATION FOR EVERY SEASON

A HIGH SERVICE LEVEL

WORLDWIDE DELIVERY



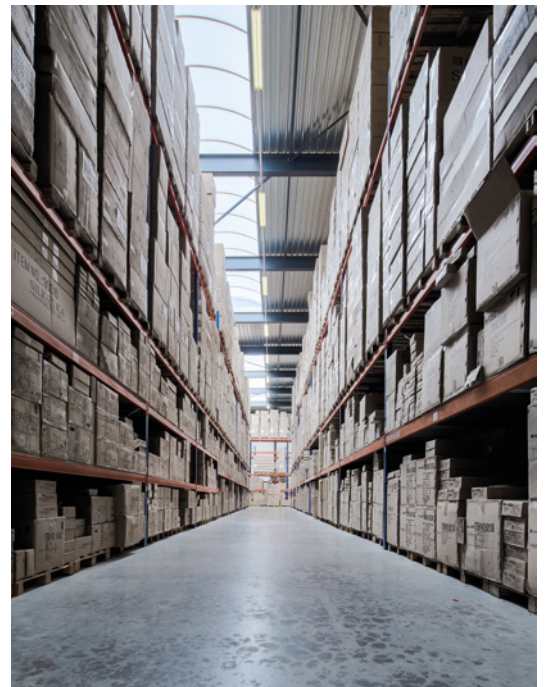
OUR HEAD OFFICE
IN HENGELO



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Our warehouse & stock

With 4500m² of storage space we always carry a large stock in our warehouse. Good to know that if you need something, we can always deliver directly from stock. We work with the best logistics partners to deliver your order properly and on time.



Our collections are also available online via our customer portal. Please visit **silk-ka.com** and register or login. **Sign-up** to receive our newsletter including inspiration, product updates and events.

Be among the first to find out what's up at Silk-ka.

Take a look at this!

Get inspired by our bouquets and shop the look.

New looks will appear weekly online.



Follow us on social media and join our world: don't miss out on inspiration, special editions, looks behind the scenes, stories and latest trends at Silk-ka.

Thanks to our large international network our products can be obtained in over 75 countries worldwide and in metropolises such as New York, Tokyo, Dubai and Paris.

For more information contact our head office.

Silk-ka head office and showroom

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Our sales contacts

All our sales contacts can be found at silk-ka.com/salescontacts

