

# Stars for Europe

## PRESS KIT 2020

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### About Stars for Europe

Stars for Europe (SfE) is a marketing initiative founded by European poinsettia breeders, Dümmer Orange, Selecta One, Beekenkamp and Syngenta Flowers, supported by MNP Flowers. The initiative began in 2000 with the aim to promote and secure long-term poinsettia sales in Europe. SfE activities are currently taking place in 16 European countries.

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## Natural decor inspiration with poinsettia

### Poinsettias shine in all kinds of natural styles

Natural living is on-trend. Interior design has embraced plants and natural materials as home accessories, which create a friendly, cosy atmosphere and invite you to relax. In autumn and winter, the poinsettia comes into its own as a natural gem; it plays an essential role in styling interiors. Winter rooms shine bright with the coloured bracts of this stunning plant. The experts from Stars for Europe showcase various styles in which poinsettias are the star of the show.

#### Green Spirit



Sit down and exhale. The living room is turning green. Plants and natural materials play an essential role in the on-trend green living style. A winter forest offers nature lovers an almost infinite treasure of twigs, cones and other natural materials, which are popular as beautiful decorative accessories during the festive season.

A rustic wooden table, bare walls in subtle colours and an undecorated fir tree form the backdrop for this natural festive table. The stars of the display are poinsettias, and accessories in shades of gold, red and silver

Modern green living with a touch of vintage: soft green tones have a natural, calming effect and create a relaxing atmosphere. The cream of the poinsettia gives a lovely contrast in this wintertime still life.



With this classic wreath of fir sprigs decorated with cones, cream cut poinsettias give a beautiful, radiant accent.

Single firs in front of forest wallpaper bring the outside in and create a natural feel. Snow-coloured poinsettias in rattan baskets emphasise winter, while silver baubles, cones and wrapped presents signal Christmas is coming.





### A naturally warm festive season

Bring harmony into a wintry home with the trend of natural Christmas warmth. Pair warm, earthy tones together to transform a room into a haven of peace, inviting you to relax and unwind. A planted bowl with cream poinsettias placed in a nest of twigs and dried flowers makes a beautiful, natural display.

A cream poinsettia in a simple, grey planter on a wood ladder in candlelight, paired with a wreath of dried flowers: This arrangement in coordinated natural shades has a subtle effect and radiates calm.



Dried flowers are on-trend. Botanical drawings decorate the walls but let's not forget living plants, too. In winter, a blooming cream poinsettia blends with all styles and adds warmth to any room.

Shabby-chic: bright poinsettias shine like a Christmas beacon in a winter window. On a rustic wooden tray in worn clay pots with cones, twigs and a red star, these poinsettias steal the show – while the natural materials set the scene perfectly.



### Christmas Blush



Whether in fashion, cosmetics or interior design, blush tones are on-trend. Poinsettias in warm shades such as apricot, rose, pink or salmon will be delighting homes from as early as October, offering lovely colour accents that work well in subtly pared-down surroundings.



As a decorative centrepiece, luxurious, pink poinsettias on a silver vintage tray catch the eye and emphasise the warm, cosy atmosphere of a room.



This romantic Christmas display offers so much more than standard green pine and it's easy to make. Simply place a soaked wreath of foam in a suitable bowl or tray and decorate it by inserting candles, cut poinsettias, roses, hydrangeas and branches of berries.



Tea-time at Christmas: warm apricot poinsettias sit perfectly among bamboo, rattan and wicker furniture, creating a cosy atmosphere.



### Natural Country Home



Christmas styled for a cosy country home: From all wooden furniture to a lovingly decorated Christmas tree; charming accessories from fairy lights to a classic red poinsettia, this room radiates warmth – inviting you to relax and stay longer.

In an antique wooden box, a display of nuts with apples, mandarins and red poinsettias creates a nostalgic look.



This country home kitchen has a natural festive glow thanks to classic red poinsettias in various sizes from miniature to tall-stemmed.





As cut flowers, poinsettias win points with colourful bracts and long shelf life. This pretty bouquet of freshly cut poinsettias, bulrush reeds, willow and various dried flowers is in a glass vase lined with dried strawflowers. Tip: Immediately after cutting, dip the cut surfaces of the poinsettia stems first for a few seconds in approx. 60°C hot water and then immediately in cold water, then place them in flower tubes filled with water.



Natural country home with vintage chic: this office corner is lovingly decorated with natural, rustic pieces and carefully selected accessories. The centrepiece is a gorgeous pink poinsettia.

Vintage style: the red bracts of a mini poinsettia shine behind the glass of an antique terrarium. Use natural materials such as pine greenery and cones for decorative accessories.



Country home meets vintage chic: a basket of stunning red poinsettias and a vase of dried flowers and grasses are beautifully displayed on this antique cast-iron mangle.



# How to make a poinsettia thrive

## Expert tips on selection and care



For decades, the colourful leaves of poinsettias have marked the most beautiful time of year. A festive combination of freshly baked biscuits, candlelight and floral poinsettias is a ritual that make Christmas so special. But weeks before the first door on the Advent calendar opens, poinsettias are already revealing their potential. The poinsettia experts at Stars for Europe share tips on how to keep these plants looking their best for weeks.

### **Poinsettias need light and warmth**

Poinsettias feel at home in a warm, bright place away from draughts. A temperature of between 15 and 22 degrees is ideal, making these plants well suited to bedrooms and living rooms. Since the poinsettia originates from tropical Mexico, it needs lots of light. In the winter months it is happy by a south-facing window. Direct sunlight is not a problem since in our climates, from mid-October onwards the danger of too much sunlight hitting leaves is virtually non-existent. However, sufficient light is important for the plant to grow and thrive. On the other hand, poinsettias hate draughts, so you should always place them in a sheltered spot. If it's too draughty, this warmth-loving plant may start to lose its leaves.

### **How to water poinsettias**

Poinsettias require different amounts of water depending on location, room temperature, plant and pot size. For a standard pot with a diameter of 13cm, give it no more than a small glass of water, i.e. around 0.2 litres. This prevents large pores in the soil from clogging up and waterlogging. Mini poinsettias should not be given more than one shot glass of water. Excess water that is still in the planter after ten minutes should be removed.

Water poinsettias when the soil is noticeably dry. This could be every day in the case of a plant near a radiator in a dry room, or only every second or third day in other spots. You can check by carefully lifting up the plant. If it feels light, it's time to water. It's worth noting that smaller pots dry out faster than larger ones, so you will need water them more often. Mini poinsettias should be checked every day. You can also water these plants by soaking them from below, which saturates the soil

more than normal watering. If in doubt, it's better to keep poinsettias a little drier (rather than too moist) and to water them little and often, rather than rarely but in great quantity. Poinsettias are particularly long-lasting when they are fertilised once a week from about four weeks after purchase, using a commercial liquid fertiliser for flowering houseplants in the dosage indicated on the packaging.

### **Quality plant characteristics**

If you choose a good quality plant and follow all of this advice, your poinsettias will flower for a long time. A high-grade plant can be recognised by undamaged leaves and small budding yellow flowers at its centre. The soil should be neither dried out nor soaking wet. A true plant-loving retailer will also place their poinsettias away from the draughty entrance area of the store.

It's important to wrap your poinsettia in paper for the journey home to protect it from draughts and temperatures below 12 degrees Celsius. This protects it from damage that is initially invisible but can lead to premature loss of leaves after a few days.



## Not just for Christmas:

### How to create a colourful plant paradise with poinsettias

From autumn onwards, poinsettias can win hearts with many colours and varieties. This beautiful winter-flowering plant has proved itself to be an essential accessory when it comes to styling living spaces with a special touch. The poinsettia is a versatile houseplant that can be used in creative combinations with other plants. Interior design experts at Stars for Europe demonstrate colourful ways to décor your space with poinsettias, which is especially easy at the start of the season as it's when the biggest selection of colourful variety is available. So, poinsettia fans don't have to wait until Advent!



#### Green Living

Take a seat and exhale. Your living space is turning green. Indoor plants play an important role in the trending style for green living; running like a green thread through life. Poinsettias appreciate the same positioning as many other houseplants, so they can be easily combined with greens. Especially from October onwards, apricot or creamy white poinsettias can create seasonal colour accents between the rich green leaves of permanent houseplants like indoor palms, Pilea or Monstera. Soft shades combine with different tones of green to create a harmony between all elements.

Tip: Grouped plants create a stronger look than placed alone, especially in neutral-coloured planters. Stone grey is ideal – either glossy or matt will work well.

#### Warm autumnal tones

Pure harmony: an evocative combination of apricot, terracotta and burgundy combine to bring a touch of late summer. This is timed perfectly with the changing seasons, as colourful poinsettias start becoming available as early as October, meaning they can complement a broad range of year-round foliage houseplants. When it comes to pots, terracotta is the perfect choice. It's a classic favourite that never goes out of fashion – just like the poinsettia.







### Soft blush tones

Subtle blush tones are everywhere these days – in fashion and cosmetics, as well as interior design. In fashion, a shade of pale pink is highly flattering; apply cheek blush to look fresh-faced in seconds. In the home, a colour accent of blush has the most striking effect on muted interior colour schemes. Poinsettias in soft shades are available to capture hearts from October onwards. Their colourful blush leaves look particularly on-trend in combination with yellow ochre accessories, giving depth to soft tones. Even in combination with hot pink, additional delicate tones are magic.



Left: Hanging shelves are perfect living room dividers. You can decorate to suit the seasons in a few easy steps by changing flowering plants. In winter, it's got to be poinsettias that share the shelves with succulents. Choose delicate blush tones and combine them with pink for an on-trend look.

Right: As if the room is blushing. Trending blush poinsettias appear delicate at first glance, but in fact they're tough as nails. These soft shades will make you fall in love with home all over again.



### Natural country charm

The natural charm of country life may seem simple, but it's got a lot to give. Vintage features can be beautifully matched with on-trend furniture. Choice of material is very important and should be as natural as possible. In this trend, poinsettias can be displayed as everyday accessories long before Advent, giving a fresh look to non-seasonal decoration. The possibilities are endless and range from small

accents to an abundance of flower power. Why not present a whole row of pots on a ledge or fill woven baskets with these pretty winter blooms?



# Hanging out at Christmas

## Beautiful poinsettia ideas for suspended DIY decorations

Take Christmas to a third dimension with hanging decorations, whether from the ceiling, the wall or a door. Here you'll find more than a dozen magical ideas to recreate at home, courtesy of decor experts at Stars for Europe.



### From the ceiling

Wreaths are everywhere in the Christmas season. It's easy to make a beautiful, festive display using poinsettias. For this hanging wreath, you will need two metal hoop candleholders, a poinsettia, spruce and pine twigs, a test tube with holes, bind wire twine, wire, a candle, pine cones and decorations (e.g. Christmas baubles). For tools, you'll need a pair of garden scissors, a drill and wire.

Step 1: Connect the two hoops at the top and insert some spacers (e.g. sticks) at the sides. Glue dried spruce twigs along the bottom section.



Tip of the trade: use wire and a drill for a bombproof fix.

Step 2: With wire, fasten other accessories to the base frame such as pine branches, Christmas baubles and pine cones. Loop bind wire twine through the holes in the test tubes to fix them to a stick.



Step 3: Pour water into the test tubes, cut off poinsettia stems and place in the tubes. Finally, put the candle in the holder and hang up the wreath. Tip: to stop the flow of sap, first immerse the poinsettia stem in 60°C hot water for a few seconds after cutting and then in cold water.



### All lined up

First we strung Christmas cards across the room as a way to display them. Now, we're using this idea as a way to display decorations, too. Cut poinsettias can be hung between glass and metal pendants, placed in test tubes filled with water. These stylish salmon and apricot coloured bracts coordinate well with home interiors in coral, powder pink and pearl white.

poinsettia sets the tone amidst shiny baubles at Christmas. For a contrast in shape, place the plants in store-bought plastic or ceramic conical planters ready to hang.

### Hanging cone planter



### Nordic minimalism

aper Christmas decorations are a major new trend, especially in neutral and earthy colours. Small poinsettias in zinc pots glow beautifully with this simple style.

### Suspended shelf

Poinsettias shine like a Christmas beacon in a winter window. On a rustic wooden tray in worn clay pots with cones, twigs and a red star, these poinsettias steal the show – while natural materials set the scene in shabby chic.







### **Poinsettias, twigs, cones, felt balls**

Blur the lines between outside and in with your winter garden or conservatory. This unusual decorative idea uses a large pine branch for a base. It's decorated with miniature poinsettias and pine cones. With a little practise you can make the macramé hangers that hold the small metal pots. There are also pine cones decorated with small felt balls.

You will need small poinsettias, zinc pots, pine cones, wool thread, felt balls and glue.

Step 1: Glue felt balls between the pine cone scales. Tip: To create a harmonious colour scheme use poinsettias and felt balls in the same colour tones.

Step 2: To hang up, glue wool to the bottom of the cone and cover the glued area with a felt ball.

Step 3: It's easy to make the wool macrame hangers for the poinsettia pots; it just takes a little practice.



### **Mittens for the heart**

This homemade idea gives a warm welcome to everyone who enters the house. Knitted gloves are used as planters with stuck on hearts, ribbon and tassels. Poinsettia plants need to be put in plastic bags before you place them into the mittens. You can accessorise by arranging larch twigs over the coat hooks.



### How to make the hallway shine



Get that cosy country Christmas feel by hanging a variety of different decorations from a coat rack with pretty porcelain hangers. White poinsettias shine in between dried flower bunches, decorations and fairy lights.



### Nostalgic memories

Upcycle old ice skates and bring back nostalgic memories. Even if they're no longer needed, they're too good to throw away, so turn them into festive decoration. Plant with poinsettias, pine and holly, and decorate with cones. Your skates will be a seasonal highlight.

### A decorative gold ring for minimalists

Cut a flap of imitation leather and tie it around the ring. Close it using an eyelet and pull the leather strap through the hole to hang it up. Attach a dried maple leaf with string, and draw the leaf veins with white ink for a decorative effect. At the bottom of the ring, attach a test tube as a vase for a cut poinsettia and add a larch twig to finish off.





### The secret to happy holidays

Christmas Blush is the latest trending colour scheme that promises pure romance; every room aglow with poinsettias in shades of apricot, soft pink or salmon. Take it to your walls by sewing a stocking with fabric, hang it up and decorate it with a poinsettia. Be sure to put the plant in a plastic bag before placing in the stocking. Decorate with larch twigs to finish it off.

### Revamped in no time

Upcycle an old window frame. Screw in two hooks and thread through string to hang it up, then bind juniper sprigs to cover the string. Place your favourite Christmas decorations in each window, and reserve one window for a small glass vase with a cut poinsettia. Tip: Screw hooks are easy to find in DIY stores. To avoid damaging the frame, it's best to pre-drill the holes.



### Upcycling tin cans



Create a display using wooden boards and old cans to take poinsettias from the table to the wall. Drill diagonal holes in the top corners of the boards to pull a cord through for hanging. Paint old cans with white spray paint and allow to dry. Then apply spray glue to the lower part of the cans and stick on copper or gold leaf. Screw the cans to the board, add poinsettias and hang them up.

## Thoughtful gift ideas with poinsettias

### Handmade is on-trend

Give the gift of a DIY decorated poinsettia, and you're not only giving a lovely plant and decor piece, but also time, love and attention. It's not only the recipient who gains something, as the maker of the project does too: nothing beats the satisfaction of seeing the fruits of your own labour followed by a beaming smile on the recipients' face. Find inspiration in the following nine creative ideas, designed by craft specialists at Stars for Europe.



#### Poinsettia in a sack

With a few simple steps and a little material, a poinsettia can be transformed into a gift everyone who likes to keep it natural. You will need: a jute sack, velvet ribbon, a planter, a larch branch, a poinsettia in a 12cm or 13cm pot and scissors. First, place the planter in the jute bag. It will look "crumpled". Tie a velvet bow around it to hold the fabric in-place on the pot. Push the larch branch in the bow and place the poinsettia in the planter. Done!



#### Terrarium

This idea is a clever take on the classic terrarium. Succulents aren't a typical Christmas plant, nor do deer live in the same habitat as the poinsettia. But anything is possible behind glass. In this scene, the bright red poinsettia plays a leading role. With its playful use of different elements, this decoration works for autumn as well.



### Upcycling a drinks carton

This upcycling idea creates an original gift and is easy to make. Here's how it's done: clean a cardboard drinks carton and cut off the top, then squeeze and crumple the lower part of the carton so that the outer layer of card softens. Add a design of your choice with paint or pens. Once the cardboard has dried, make a slight incision at

the upper edges and fold the cardboard outwards to create a lip. Finally, place mini poinsettias inside each one and arrange them on a ceramic tray together with decorations.

### Poinsettia in a cone vase



This poinsettia in a cone vase is a perfect, natural gift idea for anyone who loves the woodlands. It's quick to make, but you've got to enjoy a walk in the woods first. You will need: round glass containers, spruce cones, a poinsettia in a 10cm pot, a pillar candle, string (red and white), a glue gun with glue sticks and scissors.

How it's done: glue the cones directly around the glass placed close together using hot glue. Tie the string around the cones twice and finish in a bow. Place the poinsettia and candle into the containers. Enjoy and gift your creation! Incidentally, the term "pine cones" is most commonly used, but the cones we've use for this design are actually from the spruce tree. The classic Christmas trees of pine, spruce and fir all produce cones, but you're less likely to see fir cones used for decorations since real fir cones continue decaying on the tree and there are fewer scales at their base.







### Countdown to Christmas

An Advent candle makes this arrangement special. Here's how it's done: soak a suitable piece of fresh floral foam and place it into a planter. Wire the candle and insert it in the middle. Decorate the base with juniper, pine sprigs, cut poinsettias and cones. Tip: cut poinsettias will stay fresh for up to two weeks if they are dipped in hot water (approx. 60°C) for a few seconds immediately after cutting and then kept moist with cold water.



### A feast for vintage lovers

A vintage metal box, decorated with natural materials and poinsettias, makes a fabulous display and a wonderful gift for the festive season. It's easy to make at home, even if you haven't got green fingers. The trick is that hidden jars give structure which means putting each piece together is

like child's play. You will need two poinsettias, two small artificial cypress trees, a few twigs of winterberry (*Ilex verticillata*), decorative mini red apples, blue spruce and juniper twigs, jars of different sizes, a pillar candle, a metal box, garden shears and a hot glue gun with sticks.

Step 1: Place the jars side by side in a box. Place one of them between the others upsidedown, glue a second jar on top and place a candle in it. This means it can be seen above the other decorative accessories later.

Step 2: Plant the cypress trees in the jars and fill another jar with decorative mini red apples.

Step 3: Plant two poinsettias in the jars and place them in the box next to the cypress trees.

Step 4: Decorate with the blue spruce and berry branches. Now it's ready to gift to someone!





### Pine needle planter

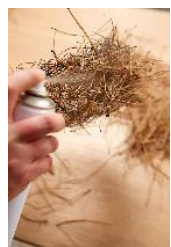
With its natural yet contemporary look, it takes a little time to create this stunning arrangement, but it's well worth the effort. You will need: a poinsettia, tracing paper, lots of pine needles, a roll of wire, a planter, pine cones and a tray. And for tools: a pen, scissors, spray glue, pliers, a glass bowl and a decorative star template.



Step 1: Unwind the wire from its reel and form it into a mesh bowl. If necessary, twist any awkward pieces together. Tip: use an upside-down bowl for shaping.



Step 2: Push pine needles into the wire frame until no more wire is visible. This works best if you insert bundles of needles by the handful.



Step 3: Fix the needles layer by layer with spray adhesive.



Step 4: Use tracing paper to create a 3D star. Templates are available online for this.



Step 5: Put the poinsettia in the planter and then in the pine needle bowl. Then place it on a decorative tray and embellish with accessories.



### **Bouquet with crochet collar**

A warm and natural display: to make a poinsettia bouquet with a crochet collar you'll need a vase, different coloured poinsettias and other florals such as eucalyptus, carnations, hypericum and limonium. You will also need thick wool, a metal ring, decorative wooden skewers (such as baubles or straw stars), reel wire and floral tape; and tools such as secateurs, pliers, craft scissors, a knife and a glue gun.

Here's how it's done:

Step 1: Attach wire to the metal ring at regular intervals. Wrap with floral tape to create a bouquet framework. Tip: it's best to twist wire ends using pliers.

Step 2: Crochet the wool by hand (form a loop and then pull one end back through the loop, and so on) to form a length the same size as the circumference of the metal ring. Carry on crocheting the wool with a second row to make a collar.

Step 3: Continue this for several rows, creating fewer stitches with each row, so that the collar becomes smaller and tighter. To cast off, cut the thread on the last stitch and pull the open end through the gap to form a knot.

Step 4: Place the metal ring in the middle of the crochet wool cuff and fix it in place with glue.

Step 5: Cut poinsettia bracts and immerse the ends of the stems in hot water for a few seconds and then straight away in cold water. Push the poinsettias gently into the metal ring and tie into a bouquet. Sometimes wooden skewers can add a decorative touch and a little more structure. Finally, tie it all with string and place in the vase.



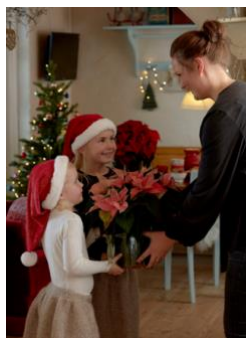
## December 12th is Poinsettia Day

As a romantic gesture, a thank you, an apology or "just because", the poinsettia is sure to make a great impression.

For more than 160 years, Poinsettia Day has been celebrated in America on 12<sup>th</sup> December. The date commemorates Joel Roberts Poinsett, who contributed to the poinsettia's global popularity and died on 12<sup>th</sup> December 1851.

Poinsett was a US ambassador who served in Mexico, and he brought the decorative plant back to the USA with him. In 1852, the US Congress declared the anniversary of his death "Poinsettia Day". Over time, the tradition of giving a poinsettia as a gift to a loved one on 12<sup>th</sup> December became established in the USA.

This tradition is now also gaining popularity in Europe. Whether it's as a token of love, apology, giving thanks or just for fun, with its colourful, star-shaped leaves, a poinsettia is the perfect way to convey all kinds of heartfelt messages.



### The Gift

One thing is certain: the only appropriate gift on Poinsettia Day is a poinsettia. The plant is just as diverse as the list of reasons for giving a gift. You could give a simple plant or a decorative planted arrangement in a pot. As a cut flower, it turns bouquets and floral arrangements into luxurious displays with an extra-special touch. Their size and shape also vary, as the plants come in almost every style you can think of, from mini poinsettias to tall-stemmed topiary plants.



### The Message

Whilst a gifted poinsettia already says, "You're someone special" or "Thinking of you", it should still be thoughtfully wrapped or presented with special accessories to convey the message with care.

### The Occasion

Give a heartfelt thanks to your mum during the pre-Christmas rush on Poinsettia Day. Friends and colleagues will also be delighted to receive an unexpected floral gift. And of course, there's also the really big surprises, such as proposing to your loved one with an engagement ring tucked gleaming between coloured leaves.





## DIY Poinsettia Advent Calendars

Every day brings us a little closer to Christmas

What would life be without heartfelt gestures? One of the most enjoyable – at least in the pre-Christmas period – is to surprise your loved ones with a handmade Advent calendar. Craft experts at Stars for Europe have come up with two beautiful floral ideas that you can easily make at home.

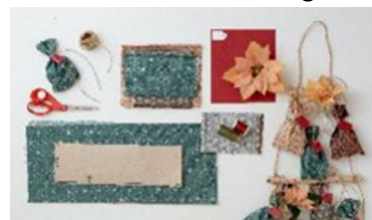


### Natural wall hanging

With its fir tree shape and cut poinsettia sprigs, this idea forms a beautiful, festive wall display in an on-trend boho style. Fabric bags in shades of blue bring pops of colour in contrast with the surrounding earthy colours and trending blush tones.

You will need: four birch twigs of different lengths, parcel string, 24 gift bags or material to sew 24 bags (cloth 12 x 38 cm per bag, pins, sewing thread, sewing machine), poinsettias, test tubes or miniature glass vases, paper for the labels and scissors.

How it's done: tie the four branches evenly with string to form a square. At the top, there must be enough string left over so that you can hang the Advent calendar later. Fill the 24 bags, write their labels, tie them with twine and attach to the branches. Fix the glass vases to the frame with string and hang up. Fill the vases with water and insert cut poinsettias (after cutting them, dip them first briefly in hot water, then in cold water).



### One by one 'til Christmas eve

If you're lucky, you might find an Advent board in the shops - with 24 hooks and corresponding numbers. But you can also easily make it yourself. You'll just need some wrapped gifts, baubles, birch branches and mini vases with cut poinsettia, to create this charming country-style Advent calendar. It's easy to make in no time.

Tip: round hooks like those shown here can often be found at flea markets, so keep an eye out!

**Florists' tip of the trade:** with enough water, cut poinsettias stay fresh for up to two weeks. For best results, first immerse the stems in hot water (60°C) for a few seconds immediately after cutting, then put them in cold water.



## Christmas wreath ideas:

### Poinsettias and starry lights

Poinsettias radiate Christmas charm during the festive season, thanks to their star-shaped bracts and bright colours. For many people, they're just as much a part of Christmas as a wreath. So why not combine the two? Here, design experts at Stars for Europe showcase a range of clever DIY ideas for wreaths with poinsettias to suit every style and taste.

#### Hanging gems in the trending Green Living style

An on-trend arrangement in a Green Living style. This floating display is a space-saving alternative to the classic Christmas wreath. Its elegant appearance makes it look more difficult than it is: you can easily create it at home.



Left: The base of this arrangement consists of a straw wreath covered with moss and privet berries, to which pine and lichen-covered branches are wired. Poinsettias are placed in flower tubes filled with water.

Right: This is a Nobilis fir wreath with four candleholders and candles fixed on top. Cones, hanging larch twigs and cut poinsettias are all wired onto the wreath, and extra poinsettias are attached in flower tubes filled with water.



Left: With eight candles instead of the usual four, this hanging wreath of candles is not your typical Advent wreath, but a striking alternative for those who like it less traditional. Decorated with baubles, twigs and miniature poinsettias, this floating candleholder is a beautiful festive focal-point.

Tip: water poinsettias regularly with a little water but avoid waterlogging.

## Step by Step: an alternative Advent arrangement for vintage lovers



The base for this alternative Christmas display is a vintage metal tray. It's easy to create with a cosy country look, and it doesn't even need any pine or fir. You will need a round tray, four pillar candles, a sphere of foam, poinsettias, moss, cones, water and garden scissors.

You will need a round vintage style tray, four pillar candles, a bowl, a foam sphere, poinsettias, moss, cones, water and garden scissors.



Step 1: First place the foam sphere in water until it is thoroughly soaked.



Step 2: Cut off the poinsettia bracts and insert them close together in the foam sphere. Important: to ensure that the cut poinsettia stems remain fresh for up to two weeks, first immerse the cut stems in 60°C hot water for a few seconds immediately after cutting, and then in cold water.

Step 3: Finally, arrange the poinsettia sphere, candles and cones on the tray and fill the empty space with moss.



## Needle-free bowl arrangements

Bowl containers make a perfect base for creative Advent wreaths, as the following three ideas show, all of which go without traditional pine and spruce.

This romantic Christmas display is easy to make in no time. Simply place a soaked sphere of floral foam in a suitable bowl or tray and decorate it by



of this room, a concrete bowl is planted with mini poinsettias and succulents. A metal candle-stand ring supports tall candles in soft pink, and the piece is decorated with pine cones and dried clematis tendrils.

inserting candles, cut poinsettias, roses, hydrangeas and branches of berries. When used as cut flowers, poinsettias add colourful accents to arrangements while keeping that Christmassy touch. To make sure they stay fresh for longer, immerse the stems in hot water (approx. 60°C) for a few seconds immediately after cutting and then immediately in cold water.



Right: Chic industrial style with natural, warm notes. To create an elegant Advent wreath which echoes the urban blush tones



Left: This miniature Advent display fits on the smallest table and would also make a perfect pre-Christmas present. To create it yourself, simply plant mini poinsettias and echeveria succulents in a small ceramic bowl and incorporate four candle holder spikes, then fill the gaps with fresh green moss. Finally, add matching candles. Done!





### Green pine and colourful poinsettias

Poinsettias are available in a wide range of colours and sizes. Especially when used as cut flowers or with delicate mini-poinsettias, they're so versatile you can create all kinds of festive arrangements. Adding pine in combination with poinsettias makes it easy to create beautiful Advent wreaths in no time.

Reminiscent of a blazing campfire, this natural-style arrangement features spruce, pine and juniper branches, cones and cut poinsettias in various warm colours. It's quick and easy to create by making a base on a plate with a soaked sphere of floral foam, and adding matching candles.

A simple and effective idea is to arrange colourful mini poinsettias side by side on a flat plate or tray. Frame them with green pine branches for a beautiful alternative Advent wreath, which can be put together in no time. You can place four Advent candles loosely around the design.



### Step by step: how to make a floating wooden ring of poinsettias



This impressive wreath made of suspended wooden planks forms a showstopping display for the festive season. You can make it yourself with a bit of skill and time. You'll need five wooden planks of equal length, four poinsettias with planters, four spiked wreath candle holders, four candles, adhesive tack, thick wool cord, jute string and ribbons, plus pine twigs, larch, holly and a star for decoration.

The tools needed are a cordless screwdriver, screws, a drill and a glue gun with sticks.

**Step 1:** The first step is to build a wooden framework by joining the five wooden planks together in the shape of a pentagon. To do this, first form a downward open V-shape using two planks, and then place a third plank on top of this. Then cross the two remaining planks at the ends and lay them over the V on the opposite side. Finally, screw the planks together at the overlapping points.



Step 2: Drill four holes for the candle holder spikes. To do this, drill two holes in the wooden plank that was first placed over the open V at the bottom, and one hole in the middle of each of the two opposite planks.

Step 3: Insert the candle holders in the pre-drilled holes. For a secure hold, fix them with adhesive tack.



Step 4: Then glue the planters to the planks. As with the candle holders, fix two planters on one board and the other two on the opposite planks.

Step 5: Wrap string around the planks at each of the five hanging points.



Knot it and let one long end hang down at each corner. Next, knot the five long ends together to form a loop at the desired length. Cut the decorative ribbon and wool cord to the same length, and tie them to the loop, ready to be hung.

Step 6: Hang the wreath and decorate with twigs and holly, using string for fixing. Place candles on the candle holders. To be on the safe side, glue them in place.

Step 7: Finally, place the poinsettias in the planters. Finished!



## Colourful floral arrangements for the festive table

### Table decorations with poinsettias in the natural green living trend

A great feast isn't just about the food. A well-dressed table makes all the difference, and flowers are essential. Fresh blooms are food for the soul, making any dinner table somewhere to linger and love. In autumn and winter, colourful poinsettias make beautiful table decorations. With their striking coloured bracts, variety of shapes and versatility, they create perfect floral centrepieces, especially fitting with the trending green living look. Here, decor experts at Stars for Europe showcase a selection of natural table displays with different coloured poinsettias.



#### Natural charm with handmade details and delicate pink poinsettias

A rustic wooden table, concrete-grey wall and an undecorated fir tree form the backdrop for this natural-looking festive table. The delicate pink of the poinsettias blends perfectly with the brown shades of the table and planters, as well as with simple, industrial style black cutlery. Handmade paper Christmas trees and cutlery holders add a modern, playful touch. Since patterned paper is available in many different styles, your design options are endless.

To make the paper trees you will need sturdy craft paper in different colours and patterns, a ruler, scissors and a pencil.

Draw two isosceles triangles on the paper with a ruler and pencil, each with a bottom length of 12 cm and heights of 22 and 16 cm, and cut them out. Then mark the vertical centre lines of both triangles. Cut into the larger one from below



by 14 cm and the smaller one from above by 2.5 cm. Finally, carefully push the triangles into each other vertically so that the lower sides are the same height.



To make cutlery holders with tear-resistant craft paper, draw and cut out an isosceles triangle with a lower side length of 12 and a height of 22 centimetres. Then,

a few centimetres from the lower edge, make two parallel central incisions, each about 6.5 centimetres long, and push the cutlery through. Done!







### **Naturally elegant displays with red poinsettias**

Styled in the trending green living look, pairing elegance with nature, this Christmas table is unfussy thanks to the lack of fabrics and candles. Red poinsettias radiate Christmassy flair. Branches, berries and moss create a warm and



natural feeling, while festive accents pop with shiny baubles, vases and candleholders in stylish gold, silver and red.

Welcome guests with a place-setting of poinsettia with decorative berries. Tip: Immediately after cutting, dip the poinsettia stem in approx. 60°C hot water for a few seconds and then immediately in cold water, to stop the milky sap from escaping. Then wrap the end of the stem with green floral tape or place it in a flower tube filled with water.



Planted with red poinsettias and adorned with foraged plant material, this natural bowl makes a beautiful centrepiece on the Christmas table.

### **Fresh, natural cream poinsettias**

This inviting Christmas coffee table, styled in a vintage-inspired green living look, appears just like a painting. White poinsettias add charming contrast to the green tones of their surroundings, with extra accents of colour from gold and wooden items - plus a pop of glamour from lights in the tree.





## Winter wonderlands with white poinsettias

Beautiful cream and white plants make perfect wintry decor

Poinsettias bring winter rooms to life with their stunning, colourful bracts. While red varieties are most popular during the festive season – since red and green are known as classic Christmas colours – there are a wealth of different shades to style with instead, and not just for Christmas themes. Since they're so evocative of snow, white and cream poinsettias create perfect winter scenes. With proper care, they can even stay fresh until spring. Here, decor experts from Stars for Europe showcase a range of enchanting ways to create winter wonderlands with poinsettias.

### Snowy miniature scenes



A snowy landscape in Scandi style, this miniature scene will please children and adults alike. A feast for the eyes all winter long, it's designed with artificial snow, delicate lantern cottages, poinsettias and amaryllis bulbs - set up on a white chest of drawers.

### In the winter forest



Natural decor is on-trend. On a walk through the woods you can forage plenty of natural materials to bring that forest feeling into your home. Pictured left, conifer trees and ivy are used to create a charming indoor forest. A snow-white poinsettia and silver accessories add a wintry glow.

These two DIY ideas are styled in a country home, boasting an abundance of natural materials, evocative of snowy forests.



Left: It's easy to create an enchanted winter wonderland with cream poinsettias, fir cones and decorative larch branches. Delicate paper snowflakes floating from above add lightness and charm.

Right: Poinsettias combine well with other indoor plants. This group creates a natural, cosy atmosphere with cream poinsettias, a Christmas rose, an Elephant Ear Kalanchoe and a Zig Zag plant. Copper



Christmas tree decorations are strung from the ceiling to create a natural, wintry atmosphere.



### **Rich in contrast: green living in nature**

When it's freezing cold outside, candles spread a warm, cosy atmosphere inside the home. In this winter still life designed for green living, the soothing effect of candlelight is complemented by soft green tones. A crisp, cream poinsettia shines brighter than ever – in striking contrast.

### **DIY idea: poinsettias in Washi tape pots**

Showing their festive flair, cream poinsettias make delightful Christmas decorations, too – as shown by this cool craft idea with

Washi tape, easy to make in no time.

All you need are four poinsettias, four pots and Washi tape or masking tape in different colours and patterns.

How it's done: simply stick one of the four letters of "XMAS" onto each planter with Washi tape. Add a strip of extra tape around the bottom to round-off the design. Once all four planters have their letter, place poinsettias inside and line them up in a row. There are

unlimited design possibilities thanks to the wide variety of poinsettia colours and shapes, as well as many different styles of adhesive tapes and planters available.



Many more decoration ideas with poinsettias are available at [www.stars-for-europe.eu](http://www.stars-for-europe.eu).

### **Stars for Europe**

Stars for Europe (SfE) is a marketing initiative founded by European poinsettia breeders, Dümmer Orange, Selecta One, Beekenkamp and Syngenta Flowers, supported by MNP Flowers. The initiative began in 2000 with the aim to promote and secure long-term poinsettia sales in Europe. SfE activities are currently taking place in 16 European countries.

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