

A woman with long, wavy blonde hair is sitting on a dark green velvet ottoman with a gold fringe. She is wearing a long, sleeveless, sequined dress and gold strappy heels. She is smiling and has her arms raised, holding a small, round, silver, textured handbag in her left hand. To her left is a large, ornate, metallic vase filled with a variety of flowers, including pink hydrangeas, white hydrangeas, and yellow flowers. The vase is placed on a dark, ornate, metallic side table. The background is a dark, textured wall with a gold-colored decorative element. The floor is made of light-colored wooden tiles.

# SILK & KA

flowers for life

AUTUMN | WINTER 2024





## 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 where 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 world-wide. 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](mailto: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](http://silk-ka.com)





# BEHIND THE SCENES

The launch of our Autumn | Winter 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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TREND

## A FINE IMITATION OF LIFE...

In our world of botanical aesthetics, artificial flowers have undergone a remarkable transformation, evolving from mere imitations to exquisite works of art that rival the natural beauty of their living counterparts.

Today, Silk-ka's high-end enchanting flowers have become a symbol of sophistication and an embodiment of Dutch design craftsmanship. One of the most extraordinary aspects of these faux botanical blooms lies in their attention to every detail. A fine imitation of life indeed!

Because we are going to spoil you so much with our new collection of faux botanicals, we're already giving you a glimpse of what's to come on the pages that follow with some trendy highlights!

**“A flowerless room is  
a soulless room.”**

*- Vita Sackville-West*

**Are you ready?**



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# CURIOUS

ABOUT HOW OUR  
PRODUCTS COME  
TO LIFE?



SCAN AND GO DIRECTLY  
TO THE VIDEO

## PEARLY PASTELS WITH A SPLASH OF BURGUNDY!

**Picture a multitude of flowers and leaves in soft hues,  
delicate as the petals of a vintage Hydrangea.**

Imagine blooms in shades of pearly pinks, creamy whites, and shaded greens, reminiscent of the flowing dresses and cascading pearl necklaces that once swirled beneath the dazzling lights of jazz-filled ballrooms. Any fabulous arrangement will immediately be elevated to a higher level of chic through these truly unique colour combinations. Handmade floral creations exude a timeless charm and give a nod to the grace and poise that characterised the flapper era.



## LONG STEMS THAT GO ON FOR MILES...

**Just like an elegant pair of legs that seemingly  
go on for miles, these stems add a touch  
of allure and playfulness to your floral  
arrangements.**

The elongated design not only elevates the overall aesthetic but also allows for versatile decorating options, enabling you to create breathtaking displays that make a long lasting impression. See what we did there? So, why not indulge in the temptation of these amazing Dahlias, Roses and Lilies to let your inspiration bloom with a touch of “je ne sais quoi”? After all, in our love for flowers and fashion, a little flirtation goes a long way!

## HOLD ON, ANOTHER KIND OF FROZEN?

**Like the ice cubes in an Old Fashioned cocktail  
this selection of branches and fruits will  
definitely send a chill down your spine.**

But hold on! It's absolutely in a good way because these frozen beauties will melt your heart in a second! The way the light catches the crystal-like flocking on the stems and apples gives a unique and atmospheric vibe to any interior. A heartfelt recommendation from your favourite faux botanical company, our frosted selection is anything but freezing cold, on the contrary, a winter wonderland setting has never looked more warm and inviting!



## ORCHIDS ARE A GIRLS BEST FRIEND...

**Diamonds are so overrated, Orchids are much  
better friends! They will give you a feeling of exotic  
opulence just by their luscious presence.**

Any vase, however big or small, will look like a million dollar by just adding a few Vanda, Cymbidium or Phalaenopsis stems. The Silk-ka collection of Orchids has grown immensely with many new additions. Real Touch Collection quality, deep saturated shades reminiscent of old Hollywood glamour will sweep you of your feet right into the golden years of the roaring 20's. A kiss on the hand, may be quite continental. But Orchids, I said Orchids, are a girl's best friend!



INTRO

# THE ERA OF NEW DREAMS

If you haven't guessed it already, we're going to take a trip down memory lane all the way back to the roaring 20's.

Exciting times full of new hopes and dreams with big changes on the horizon filled with jazz music, flapper dresses, Old Fashioned cocktails and most importantly, for our story, lots of luxurious flowers.

1920's floral arrangements were tremendously abundant and richly overflowing. From a single corsage to a festive wedding bouquet, they all had one thing in common... A lot of sparkle and pazazz!

Now that we have set the glamorous mood for our Autumn & Winter 2024 collection, you will

certainly want to know, what you can expect from us...

So get ready to be dazzled. A brand new selection of high-end faux botanicals, in jaw dropping colours, is waiting in the wings to make their grand entrance.

All of them are created and selected by our Silk-ka team and only the best in show receive our well known signature label. Grab your pearls and feathers and get all dolled up, Great Gatsby style, because you are hereby invited to the main event of the season!

Come on, what are you waiting for?







## COLLECTION CHAPTER ONE

“Meine Damen und Herren, Mesdames et Messieurs,  
Ladies and Gentlemen. Glücklich zu sehen, je suis  
enchanté, happy to see you.

Willkommen, bienvenue, welcome!” — *Joel Grey*

As we come up the impressive driveway passing underneath the symmetrical cast iron gate we feel a sense of growing excitement. Everything looks incredibly alluring from the sharply clipped topiary to the well-kept crisp lawn. Even a few raindrops can't disguise the fact that it's just a wonderful day to be out and about!

With an invitation in our pocket, could this day become any better? This mindful question is almost immediately answered as we pass along rows of beautiful flowerbeds. Warmly coloured Dahlia's, Hydrangeas and Chrysanthemums face the bad weather like brave sailors caught in a storm at sea. Sometimes less seems 'more' but in this case 'more' is pure Autumn perfection, wouldn't you agree?

Before we know it our little stroll comes to an end and we have arrived at our destination in West Egg. The front door is undeniably imposing but elegant at the same time. It seems the doorbell is on your side, go ahead and press the button! After a few seconds the door opens...

**Curious about what lies beyond the entrance? You could be our plus-one...**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION























































# LUNCH AT THE PLAZA HOTEL...



## COLLECTION CHAPTER TWO

“From the moment you walk into The Plaza you can not only see but also breathe the opulence this building exudes. It feels like a warm hug from a friend you haven’t seen in a while, welcoming and friendly.

Wherever the eye pauses for a moment it will surely find a scene of true beauty...” — *The Plaza Hotel*

After entering the grand lobby of The Plaza, we are immediately drawn to the stunning intricate details, and the sheer scale of the place. To think that we will have the chance to explore this marvelous piece of architecture and even have the time to do lunch is just ab-so-lute-ly thrilling!

A labyrinth of grand staircases and endless halls adorned with ornate floral arrangements adds an element of mystery to the experience. We can’t help but wonder what stories these walls might tell. It’s like being in a beautiful elaborate maze where each turn reveals another hidden secret.

Are you feeling a bit peckish? Time for some small bites and a drink? Pull over a chair and have

a seat! The Palm Court restaurant has an excellent menu and features an exquisite golden décor of Ferns and Palms. Feast your eyes on the glistening leaves surrounding you whom emit a timeless elegance. A moment of high-end luxury!

**Oh, there is the waiter, let’s order...  
What would you like?**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION

































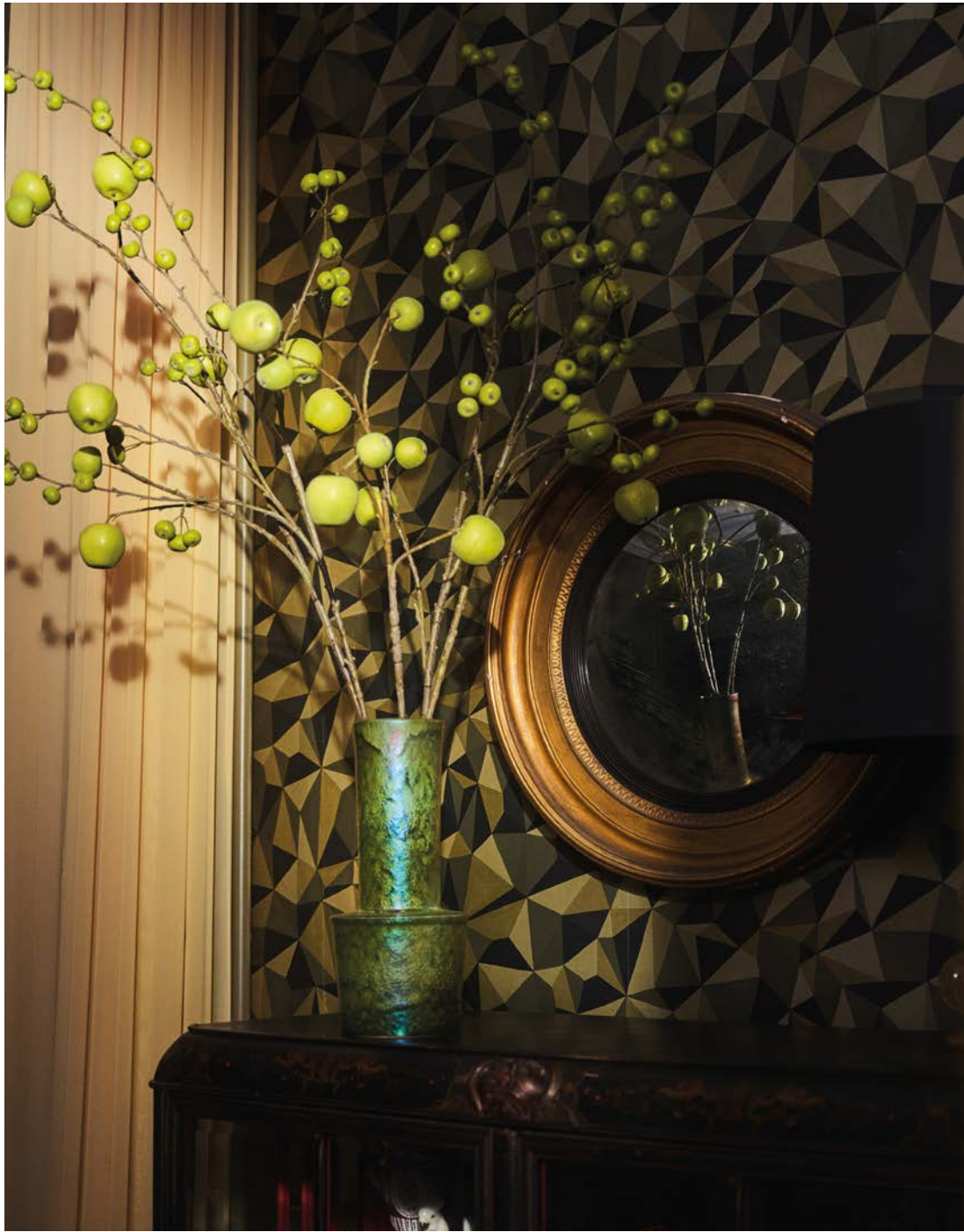




















# A SECRET PARADISE TO ENJOY!

## COLLECTION CHAPTER THREE

“I emptied my bubble bath into the tub,  
Determined to get myself thoroughly scrubbed.

The bottle had said ‘only one cap or two’,  
So I poured in the lot, to see what it would do!” — *Gareth Lancaster*

What better way to spend the afternoon than with a bit of fresh air and a perfect spot to sit. The panoramic water view outside the conservatory is just to die for, wouldn’t you agree? All of our senses respond tremendously positive to the reflections of this liquid and evermoving mirror.

Alas, the afternoon clouds take over and the temperature starts to drop while we make our way back into the warm conservatory. Smiling from ear to ear we have re-entered a secret green paradise filled with curious exotic looking Orchids and striking leaves. Let’s enjoy ourselves with a musical tune!

Time for a fancy wardrobe change but first a dive into the bathtub for some heavenly bubbles

and a nice scrub. The only question remains: What should we wear for the big party tonight? A well, first things first, the water is still warm and plenty of champagne left in the glass. One peek through the windows tells us the tumultuous day has gone to bed and the light is glowing like a rose in bloom...

**For sure, Mother Nature  
must be a flapper girl!**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION





















































# PUTTIN' ON THE RITZ!

## COLLECTION CHAPTER FOUR

“If you’re blue, and you don’t know where to go to. Why don’t you go where fashion sits? Puttin’ on the Ritz.

Different types who wear a day coat.  
Pants with stripes and cutaway coat, perfect fits.  
Puttin’ on the Ritz.” — *Taco Ockerse*

We’re going out with a big bang, it’s time for a jazzy party and you’re invited! Everybody is looking like their on top of the world dressed in fabulous outfits. A swirling masquerade of necklines adorned with long strings of pearls, sparkling faces and sequined dresses.

Come on, let’s join in on this astounding spectacle. What’s your favourite choice of poison? Cheers, drink up! Watch the room fill up with warm glowing lights and the swanky sounds of the Charleston. Even the glamorous flower arrangements full of Ilex berries, rosy Apples and velvety Amaryllis look like they’re swaying to the beat.

As the evening carries on, some party guests retreat to cosy chairs set up to enjoy another

drink and a good conversation. Others continue showcasing their dazzling dance moves while confetti poppers create exploding clouds of colourful raindrops all around them. Laughter of happiness echoes through the air as the last bright paper snippets dwindle down on the floor.

**Soft rays of sunlight peek through the windows. Our party has slowly come to an end...**



SCAN AND GO DIRECTLY  
TO THIS COLLECTION

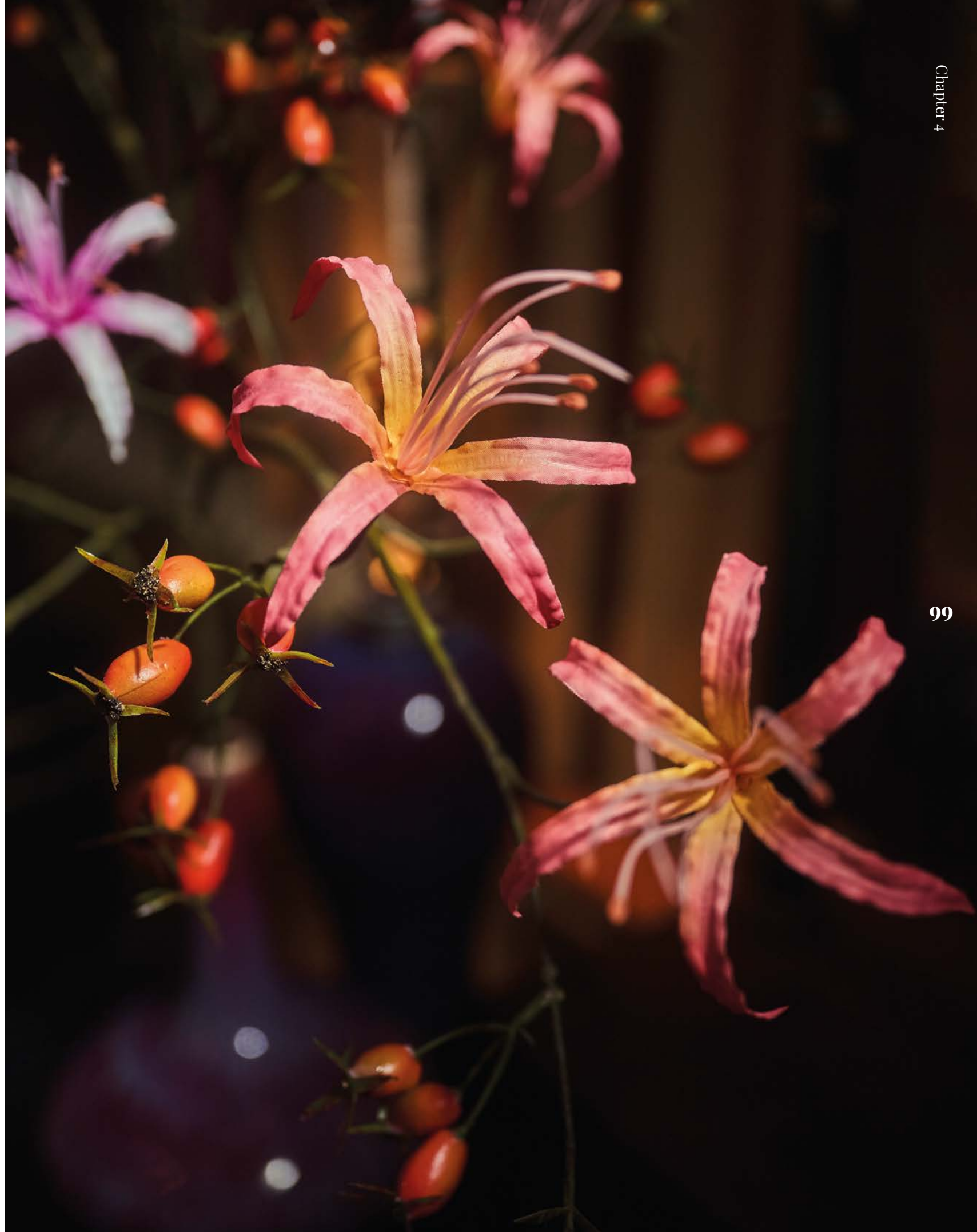












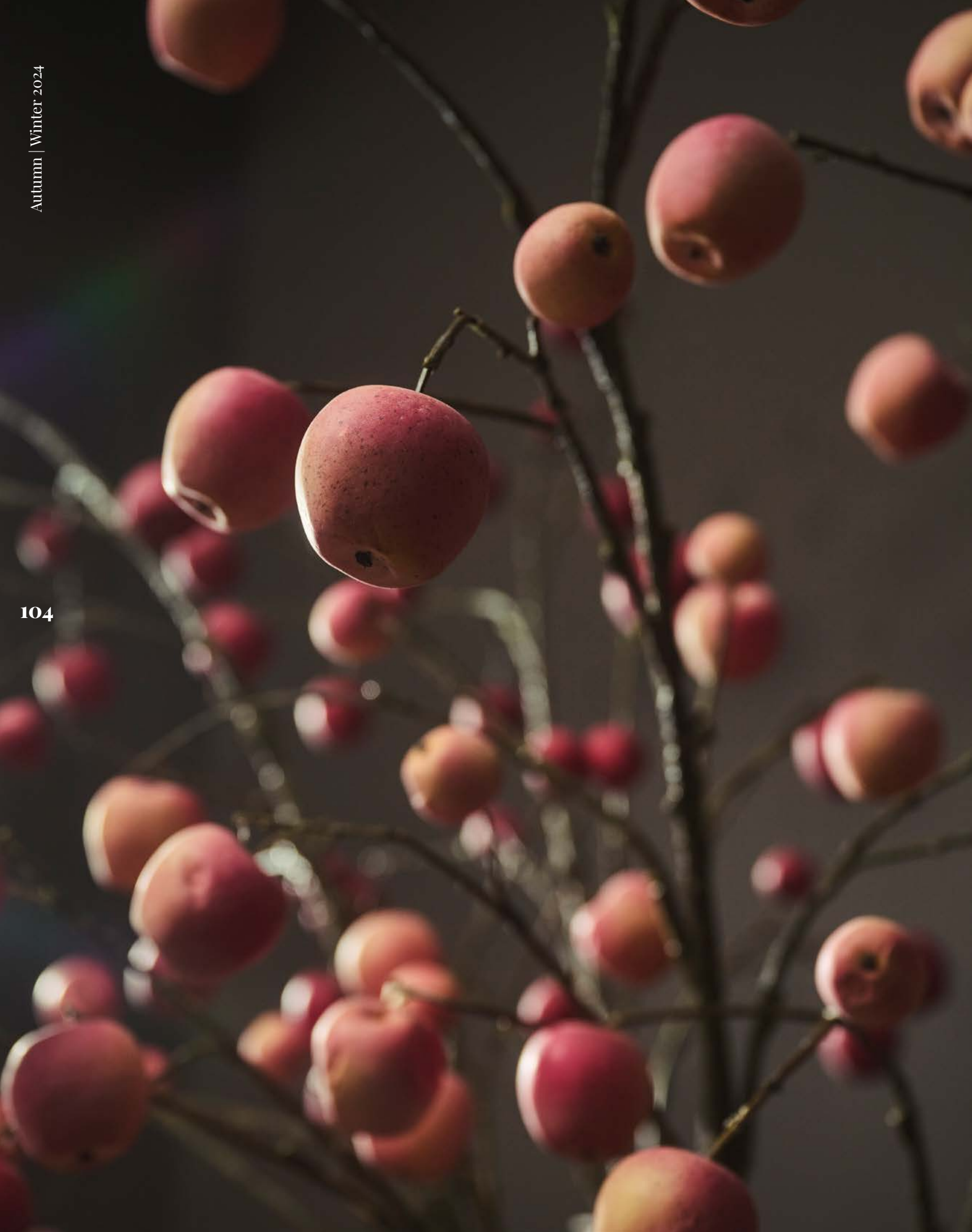








































OUTRO

# HIT ON ALL SIXES TO SUCCEED!

To do so you've got to keep that Charleston rhythm moving, keep hearing the faint echoes of jazz music, the laughter of flapper girls, and the clinking of glasses. A true classic is always in fashion!

As you flip back through the brochure you will find a roaring 20's adventure filled with elegance, mystery, indulgence and timeless inspiration. Pages and pages full of voluptuous Dahlias, Zinnias and Roses, lavish amounts of Hydrangeas, gorgeous Orchids and golden Palms!

Take it all in and add your own unique signature! Everything in the Silk-ka collection can literally be unfolded and shaped into a complete and exciting new world. Any special event or wedding party could be transformed into a luxurious scene from a nostalgic novel or a vintage film.

What's next you ask? There are many options if you are in need for some glamorous creativity or just a helping hand. For a quick fix we're literally a phone call or e-mail away. But you can also visit one of the showrooms or international fairs, subscribe to our newsletter, follows us on the Silk-ka socials or get a business login for our webshop.

Whatever you do, as part of the Silk-ka family you can always rely on us, your favourite faux botanical company, we'd love to see you soon...

**Here's to you!**

**To your health, happiness and loved ones...**



# 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

PURE CRAFTSMANSHIP

DUTCH ORIGINAL FLORAL DESIGN

INSPIRATION FOR EVERY SEASON

A HIGH SERVICE LEVEL

WORLDWIDE DELIVERY



## Our warehouse & stock

With 4500m<sup>2</sup> 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.

### Feast your eyes on this!

Get inspired by your favourite faux botanical company by checking out our everchanging collections and... Shop that look!



FOR A QUICK FIX WE'RE LITERALLY A PHONE CALL AWAY



**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](http://silk-ka.com/salescontacts)**



