




1 Magnolia Lane  
FLORAL ATELIER


# the FLOWER CHRONICLES

VOLUME 2

APRIL-MAY, 2024

1.  **HYDRANGEA**  
Japanese flowers of gratitude, that get their colour from the pH of the soil.

2.  **SUNFLOWER**  
Young sunflowers face east to catch sunrise, then slowly turn westward through the day as the sun moves

3.  **PEONY**  
The national flower of China, a symbol of wealth and luck.



1 MAGNOLIA LANE

# EXPERIENCES

1 Magnolia Lane Experiences create unforgettable flower-decked soirees that are a class apart. Whether it is a Spring Luncheon or a Golf party, a Gatsby theme or a Swiss Chalet, we have designed a wide range of 1ML Experiences, where details and flowers tickle the senses, as far as the eyes can see. Connect with us today for our 1 Magnolia Lane Experiences brochures and let us help you create a celebration unlike anything else.

# MOTHERS & FLOWERS

The tradition of gifting flowers on Mother's Day was started by Anna Jarvis in the early 20th century, in the United States. She campaigned to establish Mother's Day as a recognised holiday to honour the sacrifices mothers made for their children. Her mother's favourite flowers—the carnation—became the symbol of this day. White carnations were worn to honour a deceased mother, while reds and pinks honoured a living mother. In time each colour came to carry its own meaning. The heartfelt sentiment quickly caught on, all over the world. While a mother can never be repaid, but she is deservedly fêted with gratitude and adoration, on this powerful day of love.



**SIMRAN LAL,**  
CEO, GOODEARTH,  
*with her mother,*  
**ANITA LAL,**  
FOUNDER, GOODEARTH.

My mother encouraged my absolute love for flowers since I was a little girl. I was 7 or 8, when while returning from Pahalgam, Kashmir, with the help of my father and our driver, she dug up a beautiful piece of earth— a mossy little ecosystem of wildflowers—on which wild strawberry flowers, buttercups anemones, little daisies, and I think even a few wild mushrooms grew! Till date this is the best gift I have ever received! For me, my mother epitomises the celebration of beauty. Colours and



textures, music and fragrance, food, body oils... I have been surrounded by all this since I was little, thanks to her. Till date some of her most favourite flowers are the white, deeply fragrant one like tuberose, mogras, chamelias, magnolias and gardenias. If I were to gift her flowers, it would be a motley bunch plucked fresh from a garden—a mix of peonies and irises, tulips and nargis. A bunch like that would encapsulate the way she lives life and her personal philosophy— to go with the flow. In India we don't mark out one day for Mothers Day, for us every day is Mother's Day and I hope it will always remain that way.

**PRIYA PAUL,** *with her mother,* **SHIRIN PAUL.**  
CHAIRPERSON, APEEJAY SURRENDRA PARK HOTELS.

I recently lost my mother and without her the world feels incomplete. When I see flowers I am instantly reminded of her. She taught me the art of appreciating gardens and flowers. She loved all kinds of flowers and taught me the names of flora from an early age. I could identify and name flower species, even when I was a toddler. If she were here, this mother's day I would give her the tightest hug and shower her with flowers in shades of pinks and whites. White, for her purity of love and a kindness, that only she could deliver. Pink for the absolute joy she filled in my heart just from being around. The flower that I instantly associate with her is a dusty pink rose. It is soft, elegant and fragrant just like Mummy.



# CHERRY BLOSSOMS



*Each Issue of The Flower Chronicles will bring you a story connected to the flower Kingdom and how it intersects with the human experience.*

Once upon a time, on a seashore, Sakuya-hime, the Cherry Blossom goddess who protects Mount Fuji, met Ninigi, the grandson of the Sun Goddess. The two instantly fell in love. Ninigi asked Sakuya-hime's father for her hand in marriage, but her father refused. Instead he urged Ninigi to marry his older daughter, the rock princess, Iwa-Naga-hime. Ninigi refused and in an act of defiance he married his beloved Sakuya-hime. It is said that because of Ninigi's refusal, since then human life became short and fleeting, like the Sakura or the cherry blossom. One wonders that had he married the rock princess, then would humans have had long, enduring lives?



## FLOWERS IN THE TIME OF GLOBAL WARMING

Flowers bloom generation after generation courtesy a delicate balance maintained within nature. Global warming threatens this fine balance, and with that the flower population of the world. Its effects range from subtle shifts to dramatic transformations in ecosystems. Warmer temperatures have caused flowers to bloom earlier, misaligning with pollinator schedules and risking the annihilation of major flower species. As climates change, flowers' natural habitats shift poleward or to higher elevations, altering local ecosystems. Extreme weather events, including droughts and storms, further stress plants, making them more vulnerable to diseases and pests. Elevated carbon levels are changing flowers' appearance, scent, and nectar production, even affecting pollinator interactions. The impact of global warming on flowers underscores the interconnectedness of ecosystems and the importance of addressing climate change to preserve biodiversity and the natural beauty of our planet. The destruction of flowers spells doom for humanity as well.

## SAYING IT WITH

# flowers



### *The Soft Power Of Gifting Flowers*

We gift flowers to translate complex emotions that words often fail to capture. These time-tested messengers of love, beautifully communicate the unspoken, through colours, fragrance and texture. Flowers transcend material possessions and are the perfect gift, even for those who have everything. They symbolise life's cycles, blooming to celebrate joyous occasions, or to offer solace in moments of sorrow. Flowers are ambassadors of empathy, imparting strength to those facing a challenge. Their transient beauty reminds us to cherish fleeting moments, instilling an appreciation for the present. The act of gifting flowers is a testament to human connection. The stark beauty of a single bloom can change the course of someone's day. Whether in triumph or trial, flowers bridge hearts. Whether you want to communicate love, respect, adoration, friendship, good wishes, or an apology, flowers say everything, without saying a word.

# flora Éclat

MOTHER'S DAY SPECIAL

Earth awakens from a long winter slumber, to be greeted by Spring. The warming soil, bright daylight, and gentle rain showers create an ideal environment for plant growth. Blooms spring from the Earth in a dazzling array of colours and varieties, celebrating life and renewal. Spring provides optimal conditions for pollination and reproduction, ensuring a spectacular display of biodiversity. Here are some of our favourites.



**BUTTERY BUTTERCUPS**

A kaleidoscope of sunny buttercups, brimming with the warmth of a thousand melted sunbeams.



**PETITE MELANGE**

Roses, Sunflowers, Statice, Lisianthus, Button Chrysanthemum and dries— a breathtaking melange of colours, textures and shapes.



**SILVER LINING PLAYBOOK**

A dreamy Dutch blue, painted with a silver lining... makes for a playbook for living a good life.



**MAESTRO MA**

Flowers fit for a Maestro. For each family has a conductor who turns a cacophony into a symphony.



**LEELA**

The one who is worth waiting for! The Queen of flowers, Peony, blooms every year for a short while.



**ORCHID GARDEN**

An ethereal oasis, where delicate white Phalaenopsis Orchids with their butterfly-like blooms stretch heavenwards.

## FLOWER CARE TIPS FOR THE SUMMER

Keep In A Cool Place, Away From Sunlight.

Change Water and Clean the Vase Daily.

Trim Stems Diagonally Every Second Day.

Keep away from direct AC or Cooler Draught.

Use Cool Water in the Vase.

Send Happy Vibes to your Flowers.