



1 Magnolia Lane
FLORAL ATELIER

the FLOWER CHRONICLES

VOLUME 1

JANUARY-MARCH, 2024

1.



LONG STEMMED ROSES
"Thorns are an essential
part of a beautiful life."
- Life lesson from a Rose

2.



TULIPS
Persian beauties,
hopelessly co-opted
by Romantics the
world over.

3.



CHERRY BLOSSOMS
Bloom for a fortnight and
make them wait for you
the rest of the year.

Make flowers a **HABIT**

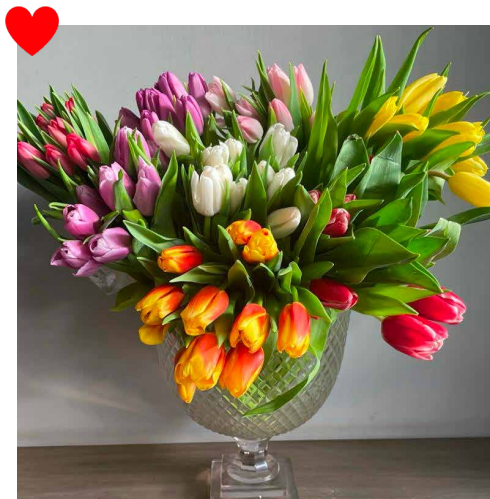
WITH 1 MAGNOLIA LANE



flora Éclat

VALENTINE'S SPECIAL

We are 1 Magnolia Lane, the capital's floral atelier. We are home to the best domestic, imported and exotic fresh-cut flowers, yielded daily. It's our mission to make flowers a habit. We are known for our handpicked blooms, legendary arrangements and unsurpassed presentation. We owe our success to Mother Nature. Our dazzling displays are a celebration of all things connected to the soil. We bring honesty, transparency and next-level customer service to the flower business. Our constant quest is to deliver amazement with each bouquet



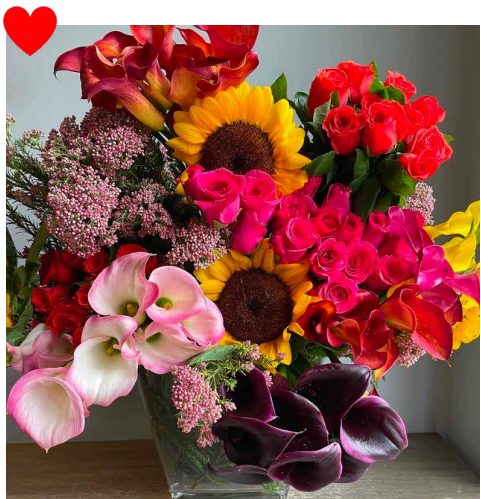
TIPSY TULIPS

Youthful passion brims over. A cascade of tulips, set in a Crystal Vase.



AMORE MIO

White and Stock Yellow David Austin Roses speak volumes without uttering a word.



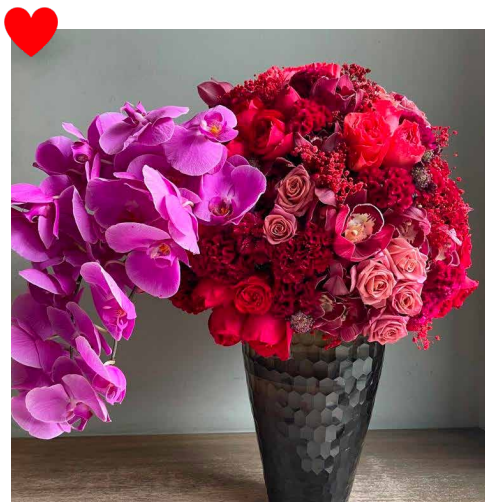
A WILD ENCORE

Colourful Calla Lilies, Roses and Sunflowers, singing a love song.



FOREVER US

White King Protea, Red Falling Amaranthus, Cymbidium orchids, Lisianthus, Siam Tulips... It's a forever deal.



SERENADE

Swooning over Pink Phalaenopsis Orchids, Red Cymbidium, Cockscomb and Roses.

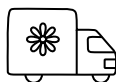


RARE BEAUTY

Elegance in every petal. Cherry Blossoms and Green Asparagus in a Crystal Fruit Bowl.



ADVANCE
BOOKING



FREE DELIV-
ERY



REPLACEMENT
GUARANTEE



USE YOUR
VASE



CONCIERGE
SERVICE



BESPOKE
FLEUR

The Flower whisperers



No war would be fought if men listened to flowers. Flowers carry messages from Mother Earth. "Grow," they say; "have courage," they say. Flowers speak of hope and passion, of love, forgiveness and friendship. Their language is colours. Each colour has a deep meaning, that you will feel in your soul, if you let yourself hear it.

At 1 Magnolia Lane, we are flower whisperers. A large part of our journey has been to study the anatomy of flower colours and their combinations. The effect that two colours have when placed together. Why a sky blue lights up next to a particular pink, or why is a certain shade of red best matched with electric blue? It is because colours when juxtaposed with another, spark a wordless train-of-thought in the mind of the beholder. This is not pop-psychology, it is science.

CREATE



Do the right thing

BALANCE



Positivity

MOVE



Follow your passion

NOURISH



Empathise

SIMRAN LAL

CEO, Goodearth

For me, 1 Magnolia Lane is a joyful spark. I just love their gorgeous fresh flowers that light up my rooms and my day. The service has been spectacular. So prompt and so smooth. Always puts a smile on my face.

SHOBHANA BHARTIA

*Chairperson and Editorial Director,
Hindustan Times Group*

I've patronised 1 Magnolia Lane since the past few years for my home, as well as for gifting. I also use them for their Bespoke Fleur service and they have always done a great job.

KUNAL WALIA

*Head Of Business,
Louis Vuitton, Delhi*

1ML takes flowers seriously and it shows in their artistic presentations. We love their professionalism and their products.

TFC: Hi Anshul, thanks for speaking with us today. Right off the bat, we want to know, where the name 1 Magnolia Lane came from?

Anshul: (Laughs) '1 Magnolia Lane' marries my two big passions— nature and golf. The Augusta National golf club has a gorgeous entrance where the road is lined with Magnolia Trees on either side, which is called Magnolia Lane. I fell in love with it. And then when we were setting up the flower business, our first shop happened to be Shop #1. So, 1 Magnolia Lane came to be.

TFC: How did you decide to start a floral business, that too during a pandemic?

Anshul: I was raised in a home full of flowers. To me, a house becomes a home when flowers go up. This childhood passion carried into adulthood. My wife, Mayuri, and I bought flowers every week. Over the course, we befriended farmers who grow flowers around Delhi. During the pandemic, we ended up buying their crop and turning it into gorgeous arrangements, which we then sent to friends and family who lived close by. When people received our arrangements, there was this over-the-top expression of amazement. I became addicted to that reaction. We began importing flowers, slowly the word spread and a business was born.

The Flower Chronicles talks to
ANSHUL CHAWLA,
Founder, 1 Magnolia Lane



Anshul Chawla, Founder and Chief Colour Officer, 1 Magnolia Lane

TFC: You are the Chief Colour Officer of 1 Magnolia Lane. What is that?

Anshul: Colour is life. Colours speak to me. Each colour evokes a feeling within. Putting Colours together and creating awe-inspiring floral art, that is my passion.

TFC: How has 1 Magnolia Lane changed the flower business in India?

Anshul: Oh in massive ways! We arrived as a curator of premium flowers, delivering international level arrangements. The quality of our flowers, their colours, freshness and designs... these were not available to Indian homes before. Earlier, the best flowers were imported only for events, we ensured that these are available for daily living. We have also made flowers a premium gifting option. We have a strong relationship with growers. We have brought systems and transparency into the flower business that didn't exist before. For instance, we are the only flower company that offers a 48 hour replacement guarantee if the flowers wilt.

TFC: What's new for 1 Magnolia Lane in 2024?

Anshul: I'm excited about '1 Magnolia Lane Experiences'— these are events that are decorated around themes— like Nordic or Cherry blossom, Spring Luncheons or European Formal, Golf or Cigar. Whatever the theme of a party or an event, we create a floral design around it.



1 Magnolia Lane
 FLORAL ATELIER

- Brighten Your Daily Life.
- Gift Flowers To A Loved One.
- Flowers as Corporate Gifts.
- Festive Florals for Diwali, Holi, Eid, Christmas, etc.
- Special Occasions like Mother's Day, Valentine's and more.
- Flowers for Packaging Trays— with gifts and edibles.
- Dry Floral Arrangements that last.
- Dress Your Parties With Flowers.
- Flowers For Weddings and Large Events.
- Theme-Based Floral Experiences.
- Floral Installations That Become Showstoppers.
- Floral Jewellery.
- Memorials and Prayer Meetings.

