



YOUR FLORIST IN GENOA



FLOWERS & PLANTS
IN THE HEART OF LIGURIA

flowerjam.net

YOUR FLORIST
in crime

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FLOWER JAM
Your Florist in Crime

GENOVA

WELCOME

Welcome to the wonderful world of flowers in the city of Genoa, the heart of Liguria province. You're holding a catalog of products from our florist studio, Flower Jam, founded in 2022 by professional florists with extensive global experience. Leveraging our expertise, we've crafted proposals for supplying flowers to villas and yachts, catering to the needs of all involved in this field. Unlike traditional flower shops, we offer services 7 days a week, including public holidays and throughout August.

In addition to selling flowers and plants, we can provide training for your crew and share flower care techniques to ensure their longevity. Our top priority is the freshness and modern vibe of our flowers. All blooms and plants delivered straight from the plantations, bypassing storefronts.

Anastasiya Savich

Co-founder and daily manager
Flower Jam Co





CONTENT

VASE FLOWERS

Bouquets in vases serve as eye-catching decorative accents, adding charm and elegance to the space. They introduce vibrant colors and interesting textures, enhancing visual appeal and creating a focal point and the right mood.



1

2



SPONGE COMPOSITIONS

Floral arrangements created using floral foam or sponge as a base to hold and display flowers. This technique allows for precise and artistic placement of blooms for your space.

IKEBANA KENZAN

Ikebana is the centuries-old Japanese art of arranging flowers. The vase is often shallow, and it relies on what's called a kenzan (or flower frog), with pins pierced through the base of the stems to hold everything in desired position.



3

4



PLANTS

Plants in interior design bring life, color, and freshness to indoor spaces. They enhance the aesthetic appeal of space, soften architectural lines, and create a welcoming atmosphere.

5

Our collection includes both tropical and decoratively bred varieties of orchids, showcasing an array of vibrant colors, sizes, and unique petal formations to suit any interior space or floral arrangement.

ORCHIDS



MEDITERRANEAN HERBS

You can decorate your space with plants and freshly grown mediterranean hearbs. Pleasant aromas of greenery will fill the space with liveliness and homely comfort.

6

VASE FLOWERS

Collection 2024



VF01

Raspberry cascade

A bouquet with scabiosa, peonies, amaranth, grouse and spirea branches.

The graceful lines of the anthurium, arching upwards, are complemented by the flowing amaranth surrounded by greenery together with bright accents, will give a lively and elegant atmosphere to the space.

Vase is not included
in price

S
M
L

VASE FLOWERS

Collection 2024



GENOA



VF02

Tropical Dream

The delicate Australian Protea, combined with luscious Anthurium, transports you into an atmosphere reminiscent of a tropical getaway.

S
M
L



VF03

Whisper of Tenderness

A serene and sophisticated choice to impart a uniquely elegant and calm charm to the room.

S
M
L



VF04

Daring Elegance

African Leukospermum with pink anthuriums will give you a bold explosion of colors.

S
M
L



VF05

Intriguing synthesis

The combination of gentle vivacity and bolder brightness together create the perfect balance to revitalize the space

S
M
L



VF06

Orchid Oasis

An oasis of peace from the jungle

S
M
L



VF07

Enchanted Exotica

Fatal, but restrained at the same time.

S
M
L

VASE FLOWERS

Collection 2024



VF08

Confident Grace

A fearless fusion of colors transforms into a bold bouquet, infusing the space with a stylish and distinctive ambiance.

The brightness can be restrained and graceful refined.

S
M
L



VF09

Natural sophistication

Live stems with confident curves and neat interspersing of different colors in a green cloud will envelop the space with freshness.

S
M
L



VASE FLOWERS

Collection 2024



VF10

Blaze magic

The flowers are flaming with burning color and create a daring atmosphere. The greenery helps to restrain this impulse and brings an elegant end to the bouquet in a timeless style. Cheeky chic.

S
M
L



VF11

Change comes

The main flower of spring, the tulip, combined with live branches and buds on them, symbolizes the annual rebirth of nature.

S
M
L



VF12

Simple breath

Light, fresh, gentle, and unassuming. It will invigorate any space and evoke a sense of comfort, reminiscent of a villa garden on the Mediterranean coast.

S
M
L

VASE FLOWERS

Constant classic collection



CC01

Peonies

Luxurious blooms known for their lush, full petals and captivating fragrance.

SIZES

- S - 15 Stems
- M - 25 Stems
- L - 35 Stems

Color of flowers: on request	Vases is not included in the price	You can see the options of vases below in the Vases section
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S
M
L

CC02

Tulips

Elegant flowers characterized cup-shaped blooms in a variety of colors.



S
M
L

CC04

Ranunculus

Delicate and vibrant flowers with layers of delicate, paper-thin petals that create a lush and ruffled appearance.



S
M
L

CC03

Roses

Iconic flowers with layers of delicate petals forming elegant blooms in a wide range of colors.



S
M
L

CC05

Hydrangea

Lush clusters of small flowers by Hydrangeas add a charming and romantic touch to the space.

VASE FLOWERS

Vases



VA01

Vase cylinder

One size: | H 40 cm, Ø 20 cm



VA02

Vase circle

One size: | H 20 cm, Ø 25 cm



VA03

Vase

One size: | H 30 cm, Ø 15 cm



VA04

Vase terracotta

One size: | H 43 cm, Ø 26



VA05

Vase white

One size: | H 33 cm, Ø 21



VA06

Vase grey

One size: | H 40 cm, Ø 22

SPONGE COMPOSITIONS

Collection 2024



SC01

Raspberry cascade

A bouquet with scabiosa, peonies, amaranth, grouse and spirea branches.

The graceful lines of the anthurium, arching upwards, are complemented by the flowing amaranth surrounded by greenery together with bright accents, will give a lively and elegant atmosphere to the space.

S
M
L

Color palets options: on request
Lasting: interior 10 days
 exterior 5-7 days

SIZES

S-Height 20cm Width 30cm
M-Height 25cm Width 50cm
XL- Height 40cm Width 70cm

SPONGE COMPOSITIONS



Collection 2024



SC02

The Bird Of Paradise

Mix of Phalaenopsis, combined with luscious Anthurium and Dahlia transports you into an atmosphere reminiscent of a tropical getaway.

S
M
L

Vase Color Options



SC03

Marshmallow Tenderness

Hydrangea, Tulips, Calla lilies arranged in one airy elegant composition.

S
M
L

Vase Color Options



SC04

Red Lipstick

Fatal, but restrained at the same time. Total red.

S
M
L

Vase Color Options



SC05

Blooms serenade

Bouquet enchant your senses with a symphony of exquisite blooms. Perfect for celebrating life's beautiful moments in style.

S
M
L

Vase Color Options



SC06

A touch of Burgundy

Infuse your special day with a touch of elegance and warmth with our 'A Touch of Burgundy' bouquet.

S
M
L

Vase Color Options



SC07

Flamingo

Coral peonies combined with exotic flowers are romantic and elegant.

S
M
L

Vase Color Options



SPONGE COMPOSITIONS

Collection 2024



IK08

Mojito

Sip on the refreshing beauty of our bouquet. Arrangement captures the essence of summer with vibrant colors and zesty charm. Cheers to floral bliss!

S
M
L



IK09

Purple rain and Cappuccino

The harmony of nature's colors. This delightful blend of deep purples and soft cappuccino tones creates a captivating symphony of elegance and warmth.

S
M
L



IK10

Pink Infusion

Hydrangea is our everything. Especially pink.

S
M
L



IK11

Sunshine love

Vibrant hydrangea, garden roses, anthurium, unique gerbera and tropical Phalaenopsis. Enough to let your sunny day bloom.

S
M
L

IKEBANA KENZAN

Japanese art of flower arrangement



Fresh flowers only

Ikebana is the centuries-old Japanese art of arranging flowers. The practice, which roughly translates to “making flowers come alive,” uses carefully selected blossoms, greenery and other flora to convey a specific feeling or emotion to an observer – just as a painting or sculpture might. The vase is often shallow, and it relies on what’s called a kenzan (or flower frog), with pins pierced through the base of the stems to hold everything in desired position.

Vase is included
in price

Color palets options: on request
Lasting: interior 10 days
exterior 5-7 days

SIZES

S-Height 20cm Width 15cm
M-Height 30cm Width 20cm
XL- Height 50cm Width 30cm

IKEBANA

Japanese art of flowers



IK01

Vitamin

A mix of peach and pink delicate flowers contrasted with exotic herbs



IK01

Healthy Me

Avocado Herbs and Dried elements



IK03

Shrimp on the rock

Exotic Strelitzia flowers with wild berries



IK04

Octopus

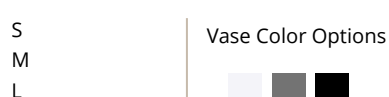
Two varieties of blossoms with Gerbera as the focal point



IK05

Dragon Wave

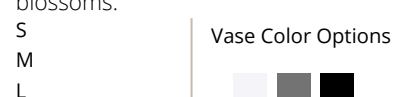
Strelitzia blooms dance alongside gracefully swaying palm trees



IK06

生け花

Graceful tendrils of exotic allure and enigmatic charm, adorned with delicate blossoms.



IK07

Sunset Needle

Mediterranean Strelitzia with Sea Holly

S € 85
M € 105
L € 135

Vase Color Options



IKEBANA

Japanese art



“If a petal happens to fall into the water, then so be it. It's all part of the Japanese notion of wabi-sabi, the Buddhist belief that there's beauty in imperfection.”

IKEBANA

Japanese art of flower arrangement



IK08

MoJiDo

Lime and green garlic leaves are performing a MojiDo dance in the rainforest tonight.

S
M
L

Vase Color Options



IK09

Yes, we do

A delicious mix that'll make you crave more ice.

S
M
L

Vase Color Options



IK10

De-Phazz

A deep blue Sea

S
M
L

Vase Color Options



IK11

Under the Willows

Vibrant viburnum, enduring and vibrant, takes center stage in this arrangement.

S
M
L

Vase Color Options



PLANTS

Collection 2024



PL01

Strelitzia

Strelitzia, also known as the Bird of Paradise flower, is a majestic and captivating bloom that exudes elegance and exotic charm. Its regal presence commands attention, drawing admirers with its graceful curves.

As the sunlight kisses its petals, the Strelitzia radiates warmth and vitality, infusing any space with a sense of joy and wonder. Its bold and flamboyant appearance makes it a standout feature in any setting adding a touch of sophistication and flair.

M
L

Pot is not included
in the price

Ornamental flowerpot:
Pot Color Options:

You can see the options of pots and colors
below in the Flowerpots section

PLANTS

Collection 2024



PL02

Olea europaea

The olive tree, with silvery-green leaves, stands as a symbol of strength, resilience, and longevity. Native to the Mediterranean region, this ancient tree has been revered for centuries.

M
L

You can see the options of pots and colors below in the Flowerpots section



PL03

Areca palm

The Areca palm, with its graceful fronds and slender stems, exudes an air of tropical elegance and tranquility. Native to Madagascar and commonly found in tropical regions worldwide, this palm species adds a touch of lush greenery to any space.

M
L

You can see the options of pots and colors below in the Flowerpots section

PLANTS

Collection 2024



PL04

Ficus Lyrata

Ficus Lyrata prized for its large, glossy leaves. Native to the tropical regions of Africa. With its tall, upright growth habit and distinctive violin-shaped leaves, makes a bold statement as a decorative accent.



PL05

Howea palm

Also known as the Kentia palm. Its lush green foliage adds a touch of tropical beauty to any space.



PL06

Monstera

Lush foliage and sprawling growth create a dramatic and eye-catching display, transforming any room into a lush oasis of greenery and style.



PL07

Dracena

Tall, slender stems and vibrant, sword-shaped leaves, exudes an air of sophistication. Its graceful foliage, ranging from deep green to variegated patterns, adds a touch of exotic charm to any space.



PL08

Sansevieria

The Sansevieria with its strikingly upright leaves that stand tall and proud, it adds a touch of sophistication to any space.



PL09

Cycas

Cycas brings a touch of timeless beauty to any environment. Its foliage and distinctive form evoke a sense of ancient mystique, giving the space a special atmosphere.

PLANTS

Collection 2024



PL10

Zamioculcas

The Zamioculcas, known for its glossy, emerald-green leaves and resilient nature. Its lush foliage, arranged in a graceful cascade of alternating leaflets, adds a vibrant pop of color and texture to interiors. With its ability to thrive in low-light conditions and withstand periods of neglect, the Zamioculcas is a symbol of resilience and vitality.

M
L

You can see the options of pots and colors below in the Flowerpots section



PL11

Ficus Elastica

Ficus adds a touch of botanical charm and sophistication to any environment. With its versatility and aesthetic appeal, the Ficus is a beloved choice bringing a sense of serenity and vitality wherever it grows.

M
L

You can see the options of pots and colors below in the Flowerpots section





GENOA

PLANTS

Flowerpots



FP01

Grey planter

One size:	Ø29xH36 cm	Color Options



FP02

Basket for plants

One size:	P18xL30xH18 cm	Color Options



FP03

Plants box

S	P31xL31xH50 cm	Color Options
L	P36xL36xH70 cm	



FP04

Planter vase

S	H26.5 cm Ø 30cm	Color Options
L	H 36 cm Ø 40 cm	



FP05

Floral pot

S	H23 cm Ø 24.5cm	Color Options
L	H28 cm Ø 29.5cm	



FP06

Plants container

S	H26.5 x L30 x P30	Color Options
L	H36 x L40 x P40	



ORCHIDS



Products & Prices

ORCHIDS

Collection 2024



OR01

BABY ORCHID

Special cultivation method creates short, robust branches with big flowers. Due to its compact size, Spirit is a perfect centrepiece on tables and looks stunning in arrangements.



Ceramic vase is not included in price



OR02

MARVELLOUS

The vase comes with 2 plants 4 cascading stems in total, resulting in an abundance of flowers – gorgeous combinations in various colours. Marvellous is a bouquet that you will be able to enjoy for months on end.



Ceramic vase is not included in price



ORCHIDS

Collection 2024



OR03

Spirit

Compact and robust. Spirit is a centrepiece in any interior.



Ceramic vase is not included in price

OR04

Tropical Phalaenopsis single stem or double stem

Our collection of tropical Phalaenopsis orchids offers a stunning array of colors and sizes, perfect for enhancing exterior spaces with their exotic and vibrant blooms. Whether adorning outdoor gardens, patios, or balconies, these orchids add a touch of tropical elegance to any outdoor setting, creating a lush and inviting atmosphere.



Amadora

Beautiful yellow-red color combination



Wildcat

Special color and long shelf life



Warschau

Large striped pink 12cm flower



Kasshi

Unique pink color



Tokyo



Sunset



White Clouds



Lempe



Neptune



Prince



Stellenbosch



Educaton



Jillion



Surf Song

ORCHIDS

Collection 2024



OR05

Tropical Cascade Double stems

Lush cascade inflorescences.

Ceramic vase is not included in price



OR06

Tropical Cascade One stem



OR07

Tropical Cascade 3 and more stems





BESTSELLERS

ORCHIDS COMPOSITIONS



Garden OR08

Composition of eight stems of white orchids decorated with moss and fern.

White Cloud OR09

Arrangement of eight stems of white orchids decorated with moss



Rain Forest OR10

Composition of fourteen stems of tropical and decorative orchids, adorned with moss.

MEDITERRANEAN HERBS



Fresh greenery

Transform the yacht into a verdant oasis adorned with freshly Mediterranean herbs. Their delightful fragrances will imbue the air with vitality, wrapping you in a cozy embrace of natural comfort and maritime elegance. Verdant vegetation will infuse the atmosphere of life, while the fragrances of fresh foliage will transport you to the invigorating essence of Mediterranean landscapes. Their presence will weave a tapestry of botanical charm, enveloping the place in a garden ambiance.

Pot is included in the price

MEDITERRANEAN HERBS

Collection 2024



MH01

BASIL

Basil is a herb with a spicy aroma, which Italy is famous for in the first place. Basil in a pot will give a special Italian atmosphere in your space.

Pot Color Options



MH02

ROSEMARY

Rosemary, with its slender, aromatic leaves, exudes an enchanting fragrance reminiscent of the sun-kissed hillsides of the Mediterranean. This resilient herb embodies timeless elegance and rustic charm.

Pot Color Options



MEDITERRANEAN HERBS



MH03

Lavender

Lavender, with its delicate purple blooms and intoxicating scent, evokes visions of serene fields bathed in the golden light of dawn.

Pot Color Options



MH04

Thyme

This herb, steeped in history and lore, embodies resilience and vitality, a testament to nature's enduring grace and healing power.

Pot Color Options



MH05

Salvia

Sage, with its velvety leaves and silvery hue, is a symbol of wisdom and serenity. As its fragrant essence fills the air, it evokes a sense of tranquility and ancient mystique.

Pot Color Options



MH06

Mint

Mint, with its vibrant green leaves and refreshing aroma, is nature's breath of coolness.

Pot Color Options





GET IN TOUCH

We are ready to take your order or answer your questions. Contact us here.

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GENOVA

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