

# Dates for a florist's diary

Saturday	Sunday	Monday
4	5	6

Planning ahead just got easier!

Here's a month-by-month guide with key floral dates, seasonal blooms, and more to keep you organised all year.

# January



## ***New Year's Day***

January might start a little quiet in the floristry industry, but beneath the calm lies a perfect chance to recharge and set the stage for a blooming year ahead. It's also National Flower Day!



## ***January Blooms***

**Hellebores:** Otherwise known as the Christmas Rose, despite not typically blooming until January.

**Amaryllis:** These days, the Amaryllis is believed to represent beauty and determination.

**Snowdrops:** One of the most durable plants, able to survive both frost and snow!



## ***Birth Month Flowers***

**Carnation:** Thriving in winter weather, these ruffled flowers come in a variety of colours. Common meanings include Love, Loyalty & Conveying Deep Emotions!

**Snowdrop:** Snowdrops grow together in larger patches to look like a snowy field - hence the name! Common meanings include Hope, Purity & Fresh Starts!

### ✦ Top January Tips:

- Valentine's prep starts now. There's nothing quite like getting ahead of the game! Don't forget to order sundries such as vases, ribbons, and other mechanics ahead of Valentine's surge!
- New Year's Refresh? Audit your shop: clear out old stock, clean tools, and reorganise the workspace.
- Look at refreshing your website and social media with updated branding or photos of products made last year so potential customers can see.
- Evaluate what sold well (or not) last year, and use this to update your strategies & offerings for the year ahead.

# February

FEB  
14

## *Valentine's Day*

It's no surprise that Valentine's Day is one of the biggest and most significant occasions for the floristry industry. Did you know that more than 250 million stems are sold annually for Valentine's Day? The most popular being a Rose, of course!

FEB  
28

## *National Floral Design Day*

Floral Design Day recognises the art and history of floral design. For thousands of years, floral design has been an important cultural art form.



## *February Blooms*

**Birds of Paradise:** These plants typically don't flower until they are three to six years old.

**Iris:** Did you know irises are the flower for the 25<sup>th</sup> Wedding Anniversary?

**Orchids:** Phalaenopsis orchids are the most common, symbolising health and prosperity.



## *Birth Month Flowers*

**Violet:** Known for their sweet scent and purple hue, common meanings include Modesty, Honesty & Wisdom!

**Primrose:** These florals are some of the first to bloom for springtime, with the name deriving from the Latin word 'Primus', meaning 'First'! Common meanings include Youth, Optimism & Renewal!

## ✦ Top February Tips:

- Run pre-order incentives to manage workload and increase early sales.
- Offer add-ons like cards, candles and chocolates to increase the value of orders.
- Streamline delivery routes by grouping orders by postcode to save time.
- If possible, keep a backup driver or freelance help on standby.
- Don't forget to start Mother's Day prep, as it falls early in 2026.

# March

MAR  
8

## ***International Women's Day***

Each year on March 8th, people around the world celebrate International Women's Day by honouring the women in their lives. Gifting flowers is a meaningful tradition to show appreciation.

MAR  
15

## ***Mother's Day***

Despite falling on a different date each year, Mother's Day is one of the biggest floral occasions of the year. It's a time to celebrate mums, grandmothers, and all mother figures with meaningful blooms.



## ***March Blooms***

**Ranunculus:** Each flower has between 100 and 130 petals!

**Anemones:** In Greek mythology, anemones were said to have grown from the tears of goddess Aphrodite.

**Daffodils:** Did you know daffodils can release a sap that is poisonous to other flowers?



## ***Birth Month Flowers***

**Daffodil:** Well-known for their trumpet-like shape and bright yellow hue! Common meanings include Rebirth, New Beginnings & Luck!

**Jonquil:** A specific species of Daffodil, which can grow thinner petals and paler colours! Common meanings are similar to Daffodils, also including traits of Friendship!

## **✦ Top March Tips:**

- Design Mother's Day ranges early and make them easy to order.
- Send reminder emails for Mother's Day two weeks and one week out.
- Start booking wedding consultations now for summer couples.
- Promote flower subscriptions as Mother's Day gifts.

# April

APR  
5

## ***Easter***

After the intensity of Valentine's and Mother's Day, this month offers a welcome chance to reset, refresh your space, and lean into the softer side of spring. Easter often calls for beautiful table centrepieces, pastel palettes, and one bloom arrangements with seasonal favourites.



## ***April Blooms***

**Tulips:** During the 17th century 'tulip mania', a single tulip bulb cost almost 10 times the average annual salary.

**Hyacinths:** Did you know that Hyacinths are in the same family as Asparagus?

**Lilacs:** Lilacs have been known to live over 100 years!



## ***Birth Month Flowers***

**Daisy:** Available in many stunning varieties, the Daisy can make for a memorable addition to any arrangement! Common meanings include Innocence, Loyalty & Bliss!

**Sweet Pea:** These fragile florals are a popular choice for wedding decorations and handtied bouquets! Common meanings include Gratitude, Goodbyes & Appreciation!

## ✦ Top April Tips:

- Offer DIY bouquet kits or Easter flower arranging workshops.
- Wedding season is just around the corner, and now's the time to update your wedding portfolio, finalise consultations, and prep your stock.
- Push your eco credentials for Earth Day, which is also in April, & consider sustainable options, such as biodegradable wrap, and local flowers.
- After two intense months, use early April to take a breather & reset!
- Reconnect with your audience & share behind the scenes content on socials. Seasonal posts help drive engagement between big holidays.

# May

MAY  
1

## **May Day**

May Day is rooted in the giving of flowers. Historically tied to giving small posies or baskets of flowers, it's a lovely chance to celebrate spring's arrival!

MAY  
19

## **Chelsea Flower Show**

An annual celebration of British floriculture & garden design, this iconic event inspires flower trends and public excitement about blooms.



## **May Blooms**

**Peonies:** These fan favourites only bloom for a limited time, being at their best in May, but last until early June!

**Alliums:** The colour range of allium flowers is vast, from deep purple and blues, through to whites and greens.



## **Birth Month Flowers**

**Lily of the Valley:** Boasting bell-shaped flowers and a sweet scent. Common meanings include Motherhood, Humility & Tenderness!

**Hawthorn:** Hawthorns bloom white/pink flowers in spring, and bright red berries in autumn! Common meanings include Happiness, Hopefulness & Faith!

## ✦ Top May Tips:

- Use this high-profile floral moment of the Chelsea Flower Show to showcase your most creative displays in-store or online.
- 'Bring Flowers to Someone Day' is on the 15th, which makes it the perfect occasion to encourage customers to gift a bunch 'just because.' Market small, cheerful posies or offer a one-day discount for surprise deliveries.

# June

JUN  
21

## ***Father's Day***

Whilst not traditionally flower heavy, it's a great opportunity to showcase bolder, modern designs. Think rich foliage, structured forms, and unexpected pairings. Even potted plants can make great gift options for dads, grandads, and father figures.



## ***June Blooms***

**Roses:** Despite being most commonly gifted in Feb, roses are in their prime in early summer.

**Sweet peas:** In Greek mythology, sweet peas were believed to be a symbol of eternal life.

**Carnations:** As a long standing tradition, Oxford University students wear carnations to their exams.



## ***Birth Month Flowers***

**Rose:** Did you know June is National Rose Month? Common meanings include Love, Beauty and Courage!

**Honeysuckle:** Honeysuckles begin to bloom in the Summertime, producing a pleasant aroma. Common meanings include Connection, Affection and Good Fortune!

### ✦ Top June Tips:

- Share care tips for heat-sensitive flowers on social media.
- Review and optimize your delivery service for warmer weather.
- For Father's Day, offer gifts like succulents or rustic bunches.
- With peonies in peak season and viral on socials, it's the perfect time to spotlight them in reels. Think close-up bloom timelapses, or styling tips.
- Showcase wedding designs on Instagram as future brides are browsing for inspiration in this peak season.
- June is full of fairs and outdoor markets, making it a great time to boost visibility with flower stalls, mini bouquets, or live demos.

# July

JUL  
10

## ***National Lavender Day***

Whilst a quiet month for big dates, July is no doubt busy with wedding season, and summer florals.

However, National Lavender Day is the perfect occasion to feature lavender in bouquets, wreaths, and gifts, and to highlight its calming qualities.

## ***July Blooms***

**Calla Lily:** Despite having lily in the name, they're not actually lilies! The name was given by mistake.

**Delphinium:** These stunning flowers are one of the few true blue blooms!

**Hydrangeas:** Did you know that blue hydrangeas are for gratitude, white is for purity, pink is for romance, whilst purple means pride and royalty?

## ***Birth Month Flowers***

**Delphinium:** Delphiniums are an impressive option for arrangements, often reaching up to 2 meters in height! Common meanings include Levity, Dignity & Grace!

**Water Lily:** As the name suggests, these pretty florals are an aquatic plant that grow in ponds, lakes and river banks! Common meanings include Fertility, Rebirth & Enlightenment!

### ✦ Top July Tips:

- For outdoor weddings, suggest blooms like orchids, carnations, and sunflowers that tolerate heat better than delicate flowers.
- Don't forget to keep yourself and your team hydrated, and schedule breaks during long summer days to maintain energy and avoid burnout.
- Have extra supplies and alternative flower options on hand if extreme heat, rain, or wind threatens your arrangements. It's always worth talking to clients about potential backups ahead of time.
- With wedding season in full swing, communicate clearly with wedding coordinators and confirm setup times, access points, and any venue restrictions well in advance to avoid delays or surprises on the day.

# August

AUG  
1

## ***National Sunflower Day***

Whilst August is another month without any significant dates, National Sunflower Day encourages florists to showcase sunflowers in all their glory, whether in vibrant bouquets, rustic arrangements, or as part of a larger floral display.

## ***August Blooms***

**Sunflowers:** The tallest recorded sunflower reached over 30 feet tall, which is almost as high as a three-story building!

**Cosmos:** The name cosmos comes from the Greek word for order or harmony, reflecting the symmetrical arrangement of their petals.

## ***Birth Month Flowers***

**Gladiolus:** These flowers, also known as the 'Sword Lily', grow long and thin, with a radiant range of colours to choose from. Common meanings include Strength, Generosity & Integrity!

**Poppy:** Poppies are acquired for their vibrant colours and cup-shaped petals! Common meanings include Remembrance, Imagination & Dreams!

### ✦ Top August Tips:

- Start planning your autumn flower inventory. Reach out to growers early to secure the best stock and pricing.
- Promote dried flower designs for lower-maintenance wedding options.
- Whilst wedding volume may dip slightly, keep communication open and stay in touch with venues for autumn bookings or late summer events.
- Plan for Late Summer Blooms by incorporating late summer favourites like dahlias and sunflowers to keep displays fresh and seasonal.
- Pre-plan your September marketing as autumn isn't far off.
- Run a 'flower of the week' special, great for moving slow stock.

# September

SEPT  
1

## ***First Day of Meteorological Autumn***

The first day of Autumn marks the end of summer, which means wedding season now begins to slow down, giving florists a welcome breather. This seasonal shift brings rich colours and a fresh creative palette.



## ***September Blooms***

**Dahlias:** With pom-pom style heads, the dahlia steals the limelight in any floral arrangement.

**Asters:** The name aster actually comes from the Latin word meaning star, due to the shape of the flower head.

**Amaranthus:** This bloom is actually found on every continent except Antarctica.



## ***Birth Month Flowers***

**Aster:** Blooming in late autumn, Asters are also known as 'Frost Flowers', due to their ability to thrive in lower temperatures. Common meanings include Insight, Bravery & Belief!

**Morning Glory:** The Morning Glory flower blooms in - you guessed it - the early morning! Common meanings include Harmony, Affection & Unrequited Love!

## ✦ Top September Tips:

- Evaluate your year-to-date: what's worked, what's lacking?
- Launch autumn designs. Think burgundy, copper, and rust tones.
- Promote teacher and back-to-school bouquets for appreciation gifts.
- Christmas gets earlier and earlier each season; now is the best time to start thinking about prep and promo.
- Offer an 'Introduction to autumn Flowers' class or a dried flower workshop. This is great for drawing in footfall before full Christmas workshop season begins.

# October

OCT  
31

## **Halloween**

Halloween is the perfect chance to play with bold, creative designs. Embrace the fun of the season with quirky displays and themed bouquets. It's a great way to connect with younger audiences and inject some seasonal colour before the Christmas madness begins.



## **October Blooms**

**Chrysanthemum:** Did you know that Chrysanthemums are one of the oldest species of flower?

**Azalea:** Unlike traditional Azaleas, the Encore variety can bloom 3 times a year; in spring, summer and autumn!



## **Birth Month Flowers**

**Marigold:** A perfect match for this autumnal month, thanks to their rich orange and yellow colours! Common meanings include Passion, Warmth & Determination!

**Cosmos:** A charming floral that commonly comes in red, white and pink tones, Cosmos bloom during the summer and continues through to the end of autumn. Common meanings include Balance, Tranquillity & Resilience!

### ✦ Top October Tips:

- Offer spooky flower arrangement DIY kits with mini pumpkins, dried foliage, and dramatic blooms. They're perfect for half-term fun, and a great way to boost autumn sales online.
- If you're hosting wreath workshops, lock in venues, catering, and materials early, as spots book up fast, and it saves stress later.
- We're seeing a huge rise on socials in pumpkin centrepieces & workshops where customers can create their own.
- Use October to shoot content for Christmas. Take advantage of slower weeks to pre-shoot festive designs, reels, or ad content so you're not scrambling come December.

# November

NOV  
11

## **Remembrance Day**

A solemn day of reflection, florists can support the occasion with respectful displays, wreaths, and tributes, and by offering remembrance-themed arrangements for memorial services or local commemorations.



## **November Blooms**

**Sternbergia:** Otherwise known as the autumn daffodil.

**Nerine:** Named after Nerine, a sea nymph and daughter of Nereus in Greek mythology.

**Alstroemeria:** These blooms are commonly called the Peruvian Lily, Lily of the Incas or the Parrot Lily.



## **Birth Month Flowers**

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**Hawthorn:** Hawthorns blooms of white/pink flowers in spring, and bright red berries in autumn! Common meanings include Happiness, Hopefulness & Faith!

### ★ Top November Tips:

- Launch Black Friday / Small Business Saturday offers.
- Build up your advent calendar of floral ideas, great for daily content.
- Offer pre-orders for Christmas products, as it helps manage stock and cash flow ahead of the December rush.
- Begin prepping base foliage like spruce and pine early in the month. Consider batch-making wreath frames and storing them in cool conditions to speed up your workflow.

# December

DEC  
6

## ***Small Business Saturday***

Small Business Saturday highlights the importance of supporting independent and small, local businesses. With many florists considered small businesses, this is the perfect day to celebrate & reflect on how far you've come.

DEC  
25

## ***Christmas Day***

After weeks of wreath making, festive bouquets, and long trading days, Christmas is the moment to pause. Whether you're with loved ones or taking quiet time, it's a day to recharge after the busiest season in floristry.



## ***December Blooms***

**Poinsettias:** Around eight million Poinsettias are sold in the UK each year at Christmas!

**Clematis:** Clematis also goes by the very festive name of 'Jingle Bells' making it the perfect flower for winter.



## ***Birth Month Flowers***

**Paperwhites:** A common pick for the final month of the year, thanks to their snowy appearance! Common meanings include Respect, Renewal & Well Wishes!

**Holly:** Whilst technically not a flower at all, the Holly berry appearance is used to celebrate the festive season! Common meanings include Good Will, Life & Peace!

## **✦ Top December Tips:**

- Proactively remind customers of ordering deadlines, care tips, and delivery details to reduce stress on your team.
- December is intense, so build in moments of calm where you can.
- Post daily content with gift ideas, behind-the-scenes snaps, or "12 days of flowers" to drive engagement and urgency.
- With how hectic December is, make sure your key popular arrangements are easy to replicate to maintain quality without burnout.