



Dutch Flower Club

Premium Experiential Flower Lifestyle Brand

Executive Summary

June 2026

Company Overview

Dutch Flower Club is a premium sensory floral lifestyle brand that transforms ordinary flower delivery into an unforgettable multi-sensory experience.

Tagline: *"Flowers you wear, style, collect, and love."*

Each curated box delivers:

- Beautiful hand-tied seasonal bouquets
- Matching Mini Botanical Fragrance Vial ("Wear Your Bouquet")
- Hand-carved wooden collectible from themed series (Jungle, Dutch Heritage, Wild Meadow, etc.)
- QR-coded Story Card revealing the grower, designer, and journey of the flowers
- Premium sustainable packaging, fabric ties, and "A Little Treasure" jute pouch

Mission: Every bouquet becomes a memorable adventure of surprise, scent, style, and story.

Vision: Become Europe's leading premium sensory floral lifestyle brand by 2030.

Unique Value Proposition

Unlike traditional flower subscriptions, Dutch Flower Club combines four sensory dimensions:

- **Sight** – Stunning bouquets
- **Scent** – Wearable mini perfume matched to the bouquet's key notes
- **Touch & Collect** – Themed hand-carved wooden artefacts that build loyalty
- **Story** – Deep storytelling via QR code

This creates strong emotional connection, higher perceived value, collectible behaviour, and significantly lower churn.

Market Opportunity

- Global flower subscription market: USD 3.8B (2025) → USD 7.6B (2034), CAGR 8.1%
- Europe represents ~29% share; Netherlands is the world's flower trading capital (Aalsmeer advantage)



- Target: 28–55 year olds with €60k+ household income who value experiential gifting, wellness, sustainability, and Instagram-worthy moments
- Strong secondary markets: Corporate gifting, events, and weddings

Business Model

Hybrid Revenue Streams

- **70% Subscriptions** (Signature & Prestige tiers) – high LTV
- **30% One-time gifts + B2B**

Pricing Tiers

- Discovery: €29–39
- Signature: €39–45
- Prestige: €55–70

Key Differentiators

- Themed quarterly collectible drops (FOMO & repeat purchases)
- Full-size perfume upsell
- “Give Back” program (1 bouquet donated per 10 sold)

Financial Highlights (Conservative Base Case – Revised)

Year Revenue Active Subscribers Gross Margin EBITDA

Y1	€375k	600	62%	-€85k
Y2	€1.0M	1,400	63%	€40k
Y3	€2.5M	2,400	64%	€320k
Y5	€6.6M	4,800	64%	€1.3M

- **Break-even:** Month 15–18
- **LTV:CAC** > 7x
- **Seed Funding Required: €25,000** (inventory, launch marketing, tech, initial team)
- Projected positive cash flow from Month 16–18



Go-to-Market & Operations

- Phase 1 (2026): Netherlands launch with influencer seeding and waitlist
- Phase 2 (2027): Expansion into Germany, Belgium, UK
- Strong supply chain via Royal FloraHolland, white-label perfume partners, and Dutch artisans
- Shopify + subscription platform with QR integration

Team & Next Steps

Led by a passionate founder with a clear vision. Initial team includes Operations, Creative, and Marketing leads.

Immediate Next Steps

1. Incorporate B.V. & trademark
2. Build & test prototype boxes
3. Secure perfume & artisan partners
4. Launch website & waitlist

Dutch Flower Club is not just another flower company — it is a sensory lifestyle brand with strong emotional stickiness, high margins, and powerful repeat-purchase mechanics.

Ready to create lasting memories, one bouquet at a time.

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