

MEDIA/PUBLISHING

Vogue editors curate limited-edition bouquets for UrbanStems

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Vogue x UrbanStems launched in January. Image credit: UrbanStems

By STAFF REPORTS

Cond Nast-owned Vogue magazine is trying its hand at floral design through an exclusive partnership with online florist UrbanStems.

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The Vogue x UrbanStems collaboration sees the "Fashion Bible's" top editors create limited-edition floral arrangements that speak to their personalities. Vogue has increased its branded partnerships recently to introduce its publication's voice to a wider range of consumers.

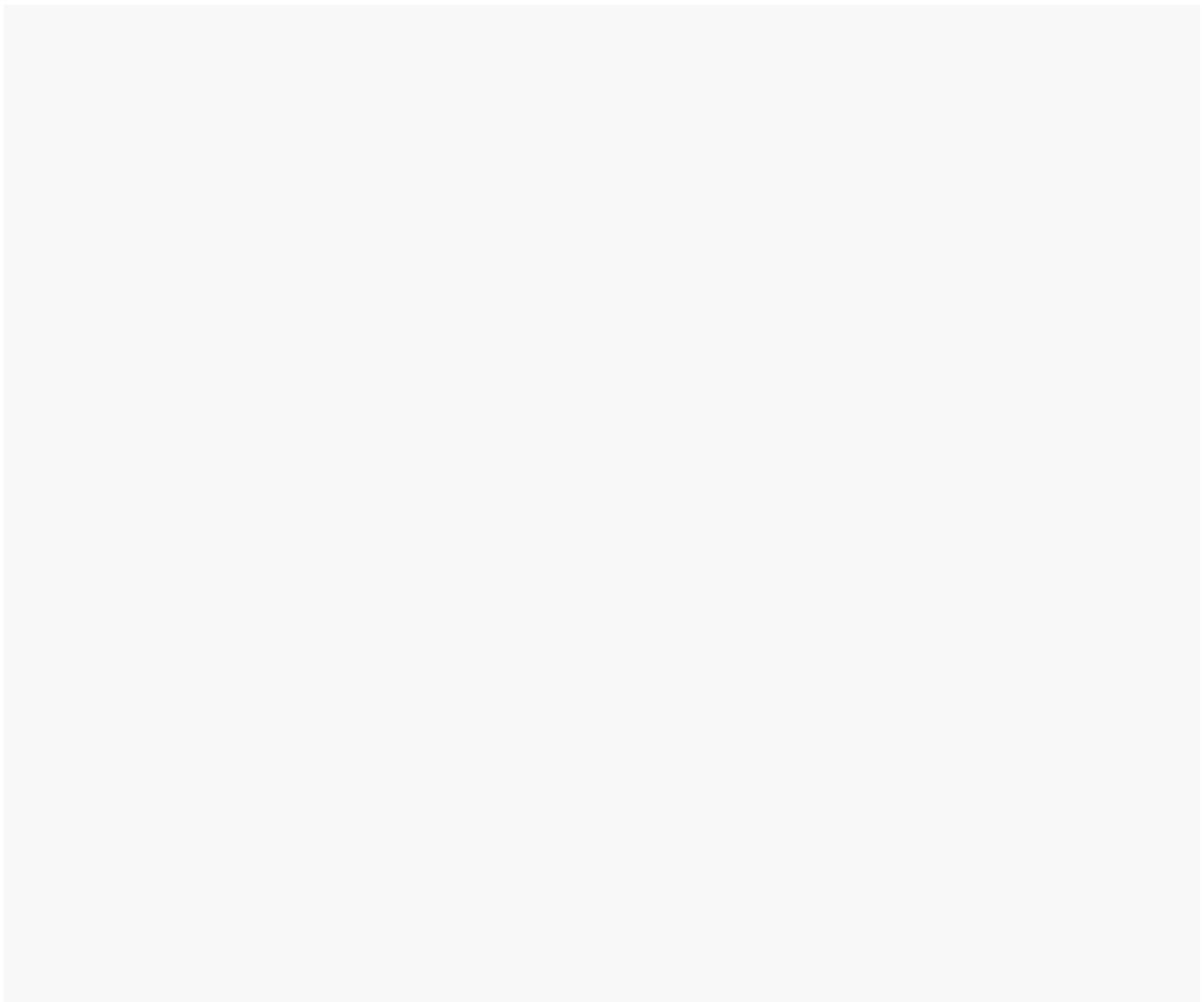
Fashion florals

Introduced in mid-January, Vogue x UrbanStems includes limited-edition bouquets designed by a trio of Vogue's top editors.

The debut winter collection was designed by Vogue's digital creative director Sally Singer, accessories director Shelby Drummond and Nicole Phelps, director of Vogue Runway. Each bouquet is named after the designing editor.

UrbanStem's "The Sally," for instance, designed by Ms. Singer, is a bouquet of white, light pinks, pale yellows and pastel oranges. The arrangement is described as befitting of "a British granny's 100th birthday celebration."

For "The Selby," Ms. Drummond recalled summer in Provence, France, selecting flowers of white, purple and eucalyptus greenery. The bouquet also includes dried lavender sprigs for a soothing quality.



The Selby // Created by Vogue Accessories Director, @SelbyDrummond, this arrangement will bring a touch of Provence in the summer to your wintertime desk, nightstand, or dinner table. Consider it Selby's must-have accessory this season.

A post shared by UrbanStems (@sendurbanstems) on Jan 12, 2018 at 6:12pm PST

Ms. Phelps took a more romantic approach for "The Nicole," selecting florals in white and "lipstick-red and merlot" for her chic interpretation of a rose bouquet.

Each floral arrangement in the Vogue x UrbanStem collection is priced at \$138. A new collection of Vogue x UrbanStem will debut every season.

Recently, Vogue has been experimenting with branded products that increase awareness for its brand in interesting and immersive ways.

For example, Vogue helped readers with its "new year, new you" efforts by partnering with Dirty Lemon, a health beverage, for branded bottles tied to a subscription offer ([see story](#)).

Also, as part of its 125th anniversary in print, Vogue created a limited-edition assortment box with Birchbox.

The edit of beauty products included in the box was inspired by Vogue's work with horticulturists to create and cultivate the Vogue Rose, the magazine's namesake rose. Vogue beauty director Celia Ellenberg hand-selected the "petal-perfect products" included in the box ([see story](#)).