

Front Lines

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Bountiful Blooms on the Red Carpet

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It's becoming a yearly event for our industry to shine on the red carpet of the GRAMMY Music Awards, thanks to the arrangements of Chicago-based floral designer Tu Bloom.

It's his 17th year creating beautiful centerpieces for the red carpet, and over the years he's used cut and potted flowers from Suntory Flowers and PanAmerican Seed, as well as promoted those brands and other industry members like Corona Tools and Oasis through celebrity swag bags (including Suntory's Senetti plants and a 30th anniversary Wave Petunia Corkcicle stemless wine cup). This year he added a new shrub partner, Bailey Nurseries, including three Endless

Summer Hydrangea varieties—Pop Star (naturally!), Summer Crush and BloomStruck—in the arrangements.

Pictured: It takes a whole team of people to create these masterpieces, but they sure do clean up nicely for some well-deserved fun times at the show. Photos courtesy of Bailey Nurseries.

"It was an honor for Tu to select Endless Summer as his shrub partner," said Ryan McEnaney, brand spokesperson and Bailey's Marketing & Communications Manager. "Showcasing these hydrangeas on the red carpet allows us to reinforce the brand with an international audience, capturing attention on social media and with national consumer publications, and talking about Endless Summer as home gardeners begin to plan their spring shopping list. Showing up in unexpected places like the GRAMMYs helps us keep the brand relevant and exciting for our core customer base and introduces us to new and future shoppers."



Tu used three kinds of Senettis from Suntory Flowers in the base of the displays, as well: Blue Spoon, Magenta and Deep Blue. And he used their MoonCarnations as the foundation, along with greenery for each of the formal arrangements at the top. Tu also gave music VIPs Suntory's Applause roses. **GP**