



— Forbes Life

Czech Garden of Gold. Husband and Wife Sell Jewellery Flowers Worth Millions



Silvie Friedmannová

A forget-me-not, ryegrass, cornflower. Milada and Radek Bláha were so charmed by the delicate fragility of Czech gardens and meadows they decided to found a family business—Giyou. Their workshop produces flowers made of precious metals, including twenty-four carat gold. And they're doing well—customers are more than willing to spend seven-figure sums on the luxury bouquets.

9. 9. 2024 ⌚ 8 min

📤 Sdílet 📌 Uložit

Although the highway from Prague to the countryside is lined mostly with dry grass after the many weeks of hot weather, meadows are blooming just a few kilometres away, tinged with the colours of late summer.

We arrive at a small village of a few houses, stopping in front of a historic homestead placed under a preservation order. This is where the idea to start making “jewellery flowers” was born.

“I was unhappy with my life, even though I had everything. So I spent a couple of years studying history, philosophy, psychology, and music, something I truly needed,” says Radek Bláha about the beginnings of Giyou.

Eventually he got the idea to capture nature’s perfection in an artefact—a piece of luxury jewellery which, however, wouldn’t adorn the body, rather interior spaces. He decided to give up his successful career as an advocate, and move from Prague to the homestead, made up of a few buildings and a charming quiet inner garden he rebuilt to fit his vision.

“This is where I found peace and home in the true sense of the word,” he says plainly, with no pathos.



ROZHOVOR **Česká zahrada ze zlata. Manželé prodávají květinové šperky za miliony** 8 min
Začínal s jedním stávkem. Dnes prodává Pepa kamiony květin

DESIGN **Červená (Dělnice)** 7 min
Nikdo nevěřil, že uspěje. Teď jsou květiny od vietnamských sester žádaným skvostem

8 min

Česká zahrada ze zlata. Manželé prodávají květinové šperky za miliony

This is also where he'd move his wife Milada one year later, originally a photographer, jewellery-maker, and a lover of horses and nature.

"When my husband first told me about his idea to start making flowers of silver and gold, I was taken aback," jumps in Milada Bláhová. "I wasn't at all sure if something so perfect could ever be recreated by human hands. All the initial drafts were based on our garden. I'd study the plants, draw and sketch them while thinking about the construction and production process," says the woman with the slender fingers of a jewellery-maker.

"Personally, I'm much more interested in flowers than in jewellery," continues Radek Bláha. "I wanted to provide people with new experiences. I imagined the precious metal flowers as something delicate and light that would capture the emotions of their fresh counterparts and could be presented in person, bound in bouquets, or placed in a vase. I envisioned them as a new category of gifts, décor, or wedding bouquets that would never wilt."

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The current production range contains seventeen flower species, each having passed through Milada's hands. New species are launched every year. Customers include collectors who buy pieces to complete their collections, to place in a vase, or commemorate big family events.

"We know many of our clients personally, it's quite a strong bond for us," confides Milada Bláhová. "We know which one of them just had a baby, who got married, who attended a graduation ceremony. Over time, our flowers grow into bouquets in family, generation vases."

Over the last two years, the brand took a big step forward. Last year the couple opened a brick-and-mortar store in downtown Prague and received commissions worth hundreds of thousands, sometimes millions of Czech crowns, earning worldwide renown.

Last year in spring, for example, they created a bouquet of 118 flowers, worth 3.5 million CZK. This year, they added a unique work of 98 flowers, made of pure gold and weighing almost one kilogramme. The shop is currently working on another commission of a similar scope.

And, perhaps surprisingly, this one will also remain in Czechia.



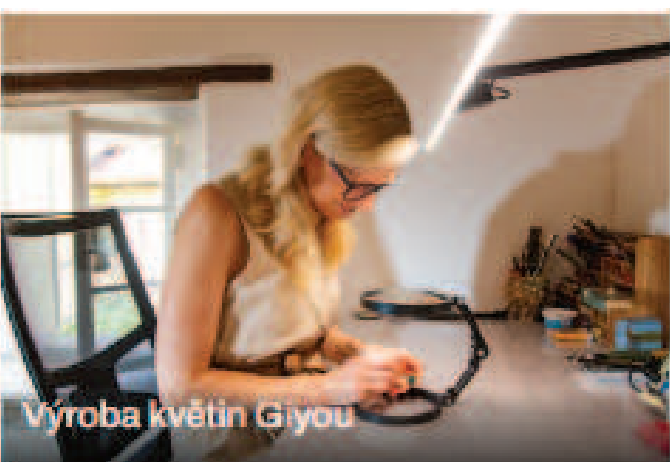
When asked who buys these flowers, Radek Bláha answers, “The most expensive, luxury orders are placed by Czech customers, no exceptions. They adorn their interior spaces, and we delivered and helped install them ourselves. But we believe that as early as the next year we’ll be able to meet the demand and offer similar services to foreign customers as well.”

Depending on size, it can take up to six weeks to make one large bouquet of pure gold.

Additionally, the vases which let the precious metals shine are also something the creators emphasise greatly.

For instance, Giyou imports mini-vases by the renowned Japanese glassmaker Sugahara which nicely complement minimalist arrangements of a few flowers. More opulent compositions require the iconic models by Moser or Rosenthal. In the future, Giyou also plans to begin making their own vases.

This year, the company expects a turnover of approximately twenty million CZK. Its products can be found in various interiors of all over the planet, from Dubai to Australia or the United States.



The brand announced it would expand into the German and British market in early 2025, by launching a localised e-shop.

“In January 2025, our flowers will also be displayed at a prestigious venue in Japan and we’ll be negotiating with the local partners about selling the flowers in the Japanese market. We’re being presented with one opportunity after another,” explains Milada Bláhová.

The couple says they’ve learned to estimate their customers’ taste and preferences.

“The Japanese will likely prefer ordering a couple of flowers made from white gold or platinum, in a clear vase. Commissions for large bouquets won’t be common. On the other hand, the Arabian world likes grand bouquets of yellow gold. And in Germany and the UK, we expect to be mostly selling silver and golden bouquets of different sizes,” says Radek Bláha.

He believes fresh flowers are popular all over the world. “Each culture approaches them in a different way, surprisingly often claiming these have been made to suit their particular needs. But that’s not true. If the flowers have any nationality at all, it’s the Czech one,” adds Bláha.

Seeing how the price of gold is rising in the global markets, the jewellery flowers also make for a specific type of investment.

“We understand that people view our flowers as a value in and of themselves. But if someone is just looking for a pragmatic way to invest in gold, they can simply buy a gold bar. We like to think we offer more than a mere investment. We want to make sure that each and every piece which leaves our shop breathes emotions and craftsmanship, as well as admiration for nature and beauty,” says Radek Bláha.