

Plant a Bloomer

growing, from the heart



Plant a Bloomer was established in 2009 by designer Rani. Prior to this Rani ran a design studio creating wedding stationery. For one of her first clients, and good friend Jo, she created a seed paper flower favour. The plantable favour was a huge success and subsequently, after receiving many more enquiries for the product, Rani launched the Plant a Bloomer brand, creating seed paper gifts and cards.

The first product in the range, 'Plant a Heart' was recommended in Time Out upon launch and became an instant hit. After launching several other popular plantable ranges, Rani expanded the collection in 2019 to include craft kits. These now include Embroider-Me and Weave-me kits to easily craft your own unique greeting cards.



In 2020, Rani's friend Jo joined Plant a Bloomer as Production Manager and chief papermaker! Our unique seed paper is handcrafted in our London based studio, from recycled and FSC certified material. As well as seeds we also add other natural inclusions such as petals, sparkling mica or silk fibre remnants. The paper is pressed three times in our antique press and left to air dry before being cut into shapes to create our products.

Our seed paper is embedded with native UK wildflower seeds. We select varieties which are quick to germinate and grow easily. Seed varieties can vary during the year depending on availability but often include a mix of Cornflower, Corn Chamomile, Wild carrot and Ox Eye Daisy. Our seed paper products can be planted in a pot indoors all year round or outside in spring, summer or early autumn.



Rani's work is informed by her passion for colour, texture and sustainability. She takes pleasure in working with everyday materials to create unique products that will delight and surprise. Rani and her small team are looking forward to launching more unique products to plant and craft in 2022!