



DIANTHE  
*Flower of the Gods*

# Dianthe Private Limited

CATALOGUE 2025

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# INTRODUCTION

Mao, also known as the land of flowers, fruits and vegetables evokes the charm of a quaint hill station in North-East India. With Mao being one of Manipur's favorite travel destinations and their love for all things organic, this home to many exotic varieties of flora and fauna draws inspiration from its colorful farmers and artisanal market. The rich soil fed by living spring waters and the favorable climatic conditions provides a good home for Dianthe which translates to 'flower of the Gods'.



# About Us



Dianthe is a pioneering dry flower brand committed to sustainability and local empowerment. We source regionally adapted blooms from local farmers, creating lasting, eco-friendly alternatives to fresh and plastic flowers.

With eco-conscious packaging and zero imports, we've expanded to 18 Indian states in just three years, earning national recognition as a Top 5 Startup (2023) and winner of the Climate Innovation Award at Kula Innovate.

Dianthe – bringing nature's beauty, sustainably.





**Founder & CEO**  
Chokhone Krichena

## ABOUT THE FOUNDER

Raised in the serene hills of Mao, Manipur, Chokhone Krichena grew up in a humble farming family where hard work and the entrepreneurial spirit of the Mao community were deeply rooted in her upbringing. From a young age, she was captivated by the beauty of flowers, growing and tending to them as a cherished childhood hobby.

Her early love for blooms planted the seeds of a dream to someday turn her passion into something meaningful and lasting. She is trained in Professional Floristry at Megha Modi School of Design.

Inspired by the vibrant floral markets of Mao village, Chokhone founded Dianthe Pvt. Ltd., transforming a personal passion into a business with purpose. Her vision was clear: to create income-generating opportunities for rural farmers and self-employment for local youth by bridging the gap between village growers and urban consumers.

What began as a simple love for flowers has blossomed into Dianthe—a pioneering dry flower company committed to sustainability, local empowerment, and connecting the beauty of rural floriculture with the world.

A photograph of two women standing in a field of tall, orange-red flowers. The woman on the left is younger, with long dark hair, wearing a light purple t-shirt and holding a large bouquet of small, round, yellow dried flowers. The woman on the right is older, wearing a yellow headscarf and a dark blue long-sleeved shirt. The background is a soft-focus field of similar orange-red flowers under natural light.

## OUR MISSION

To revive the beauty of local blooms through sustainable dry flower solutions that empower rural women and celebrate Manipur's cultural richness.



# DIANTHE PRODUCTS

At Dianthe, we take pride in offering a thoughtfully curated collection of premium dried floral products that blend natural beauty with sustainable elegance. Each of our creations ranging from handcrafted bouquets and floral baskets to wreaths, centerpieces, and decor accents is designed to elevate spaces and experiences with a lasting touch of nature.

Our flowers are ethically sourced and handcrafted by skilled rural women artisans, ensuring every product not only supports local livelihoods but also carries a story of empowerment and care. With a focus on eco-conscious design, our dried florals retain their color and texture for months, making them a beautiful, waste-free alternative to fresh flowers.

Whether you're looking to gift something meaningful, decorate your home or office, or enhance a special event, Dianthe offers timeless pieces that suit rustic, minimalist, bohemian, and contemporary styles. Perfect for weddings, corporate gifting, seasonal decor, or everyday elegance our products are made to inspire, delight, and endure.

# DIANTHE CULTIVATED DRIED FLOWERS

Cultivated dried flowers are grown specifically for decorative use, often on farms or gardens. They are harvested at peak bloom, carefully dried to preserve their shape and color, and used in floral arrangements, home décor, and gifting. These flowers offer consistency in quality, size, and appearance, making them ideal for elegant, timeless designs.





# AMMOBIUM DRY FLOWER

Dried Ammobium, or "Winged Everlasting," features crisp white petals and bright yellow centers. Light and airy, it adds timeless charm to dried bouquets, wreaths, and rustic or boho décor. Long-lasting and elegant, it's a perfect filler flower for any arrangement.

**Product code: DF-AMM-ST-01**



# BUNNY TAILS (LAGURUS OVATUS)

Bunny Tails (*Lagurus ovatus*) are soft, fluffy dried grasses that resemble a bunny's tail, adding a playful, whimsical touch to any space. With their delicate tufts and slender stems, they're perfect for rustic, bohemian, or minimalist décor. Available in natural tones or pastel hues, Bunny Tails are long-lasting and ideal for bouquets, centerpieces, wreaths, or DIY crafts, bringing a light, cozy feel to any arrangement.

**Product code:DF-BUN-ST-01**





# GOMPHRENA (GLOBE AMARANTH)

Gomphrena, or Globe Amaranth, is a vibrant, long-lasting flower known for its globe-shaped blooms and papery petals that retain color even when dried. Available in rich purples, pinks, reds, and whites, it adds bold color and texture to bouquets, wreaths, and centerpieces. Ideal for rustic or vintage decor, Gomphrena's cheerful, compact blooms bring a timeless charm to any space.

**Product code: DF-GOM-ST-01**



# DRIED HELICHRYSUM (STRAW FLOWERS)

Dried Helichrysum, or Straw Flowers, are vibrant, papery blooms known for their rich colors and lasting beauty. Available in shades like red, yellow, pink, and white, they retain their texture and color long after drying. Lightweight and durable, they're perfect for dried bouquets, wreaths, and crafts. Ideal for home décor, weddings, or events, these versatile flowers add warmth, charm, and a timeless touch to any arrangement.

**Product code:DF-HEL-ST-01**





# FLAX SEED PODS FOR HOME DÉCOR

Flax seed pods, or *Linum usitatissimum* pods, are elegant, oval-shaped pods with a smooth texture and earthy tone. Dried, they retain their structure and add rustic charm to bouquets, wreaths, or minimalist décor. With their subtle beauty and long-lasting nature, they're perfect for boho, modern, or organic-inspired spaces, bringing a calm, natural touch to any setting.



**Product code: DF-FLX-ST-01**



# DRIED OATS FOR FLORAL ARRANGEMENTS

Dried oats bring a soft, natural elegance to floral arrangements with their long, slender stems and delicate seed heads. Their gentle, flowing appearance adds a touch of rustic charm and texture, making them a perfect filler for bouquets, wreaths, and centrepieces. The subtle, muted tones of dried oats complement a variety of other dried flowers, enhancing both minimalist and vintage-inspired décor with their organic, timeless beauty.



**Product code: DF-OAT-ST-01**

# CELOSIA FLAMINGO (CELOSIA ARGENTEA)

Celosia Flamingo is a bold, flame-like flower with vibrant pink, red, or purple blooms that add a tropical, eye-catching touch to floral designs. Its feather-like texture and vivid color last beautifully when dried, making it perfect for wreaths, bouquets, or centerpieces. Ideal for modern or boho styles, it brings energy, elegance, and lasting charm to any décor.

**Product code: DF-CEL-ST-01**

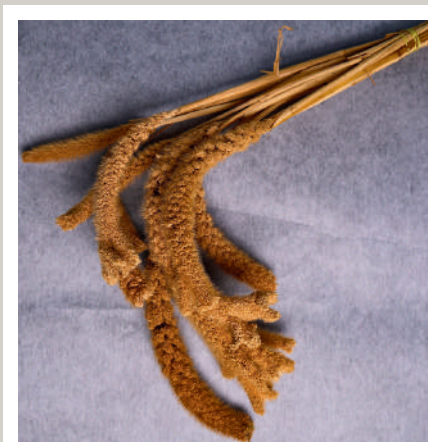




# MILLET

Millet is a versatile and elegant ornamental grain known for its clustered, textured seed heads and slender stems. Available in natural earthy tones or deep hues like burgundy and green, millet adds depth, movement, and a rustic charm to both fresh and dried floral arrangements. Its sturdy form and long-lasting nature make it ideal for bouquets, wreaths, centerpieces, and seasonal décor, perfectly complementing farmhouse, bohemian, or organic design styles.

**Product code: DF-STM-ST-02**



**Product code: DF-SGM-ST-01**



# PEARL MILLET FOR HOME DÉCOR

Pearl Millet features tall stalks and textured seed heads that add natural elegance to any décor. With earthy tones and lasting structure, it's perfect for dried arrangements, wreaths, and minimalist displays. Whether styled alone or with other florals, it brings a chic, organic charm to any space.



**Product code: DF-PMI-ST-01**

# FOXTAIL MILLET

Foxtail Millet is a graceful ornamental grass known for its soft, arching seed heads that resemble a fox's tail. With its warm, earthy tones and flowing texture, it adds a natural, rustic charm to floral arrangements and home décor. Often used in both fresh and dried designs, Foxtail Millet brings movement, depth, and a touch of wild beauty to bohemian, farmhouse, or nature-inspired settings.



**Product Code: DF-FTM-ST-01**





# BELLS OF IRELAND

Bells of Ireland are tall, striking stems with vibrant green, bell-shaped blooms that add height and structure to arrangements. Symbolizing good luck, they bring a fresh, elegant touch to both fresh and dried floral designs, perfect for modern, rustic, or garden-inspired décor.

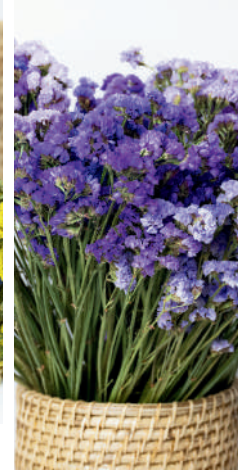
**Product code: DF-BOI-ST-01**



# DRY STATICE (LIMONIUM)

Dry Statice is a popular ornamental flower known for its vibrant colors and long-lasting beauty. Often used in dried floral arrangements, it maintains its color and form for months or even years. Its delicate, papery blooms are available in a range of hues including purple, pink, white, and yellow, making it an ideal choice for adding a pop of color to bouquets and centrepieces. Statice is highly versatile and can be used in both fresh and dried floral designs. Its sturdy stems and ability to hold up over time make it a favorite in craft and home décor projects.

**Product code: DF-ST-A-ST-01**



# GYPSOPHILA (BABY'S BREATH)

Gypsophila, commonly known as Baby's Breath, is a delicate flowering plant with tiny, cloud-like white or pink blooms clustered on fine branching stems. Loved for its airy, romantic appearance, it's a popular filler in bouquets, wreaths, and floral arrangements. Whether fresh or dried, Gypsophila adds softness, volume, and a timeless charm to rustic, wedding, or minimalist designs.

**Product code: DF-GSP-ST-01**





# SEA HOLLY/ERYNGIUM

Sea Holly (Eryngium), also known as Eringium, is a striking, thistle-like flower known for its spiky texture and metallic hues of blue, silver, or purple. With its sculptural shape and bold presence, it adds a dramatic, edgy element to both fresh and dried arrangements. Long-lasting and visually unique, Sea Holly is perfect for rustic, coastal, or contemporary designs, offering texture, structure, and a touch of wild elegance.

**Product code: DF-SH-ST-01**



# BILLY BUTTONS

Billy Buttons (also known as Craspedia) are cheerful, globe-shaped flowers with bright yellow, ball-like blooms perched on tall, slender stems. Their playful, modern look adds a pop of color and texture to both fresh and dried arrangements. Long-lasting and eye-catching, Billy Buttons are perfect for bouquets, centerpieces, and minimalist or whimsical décor styles.

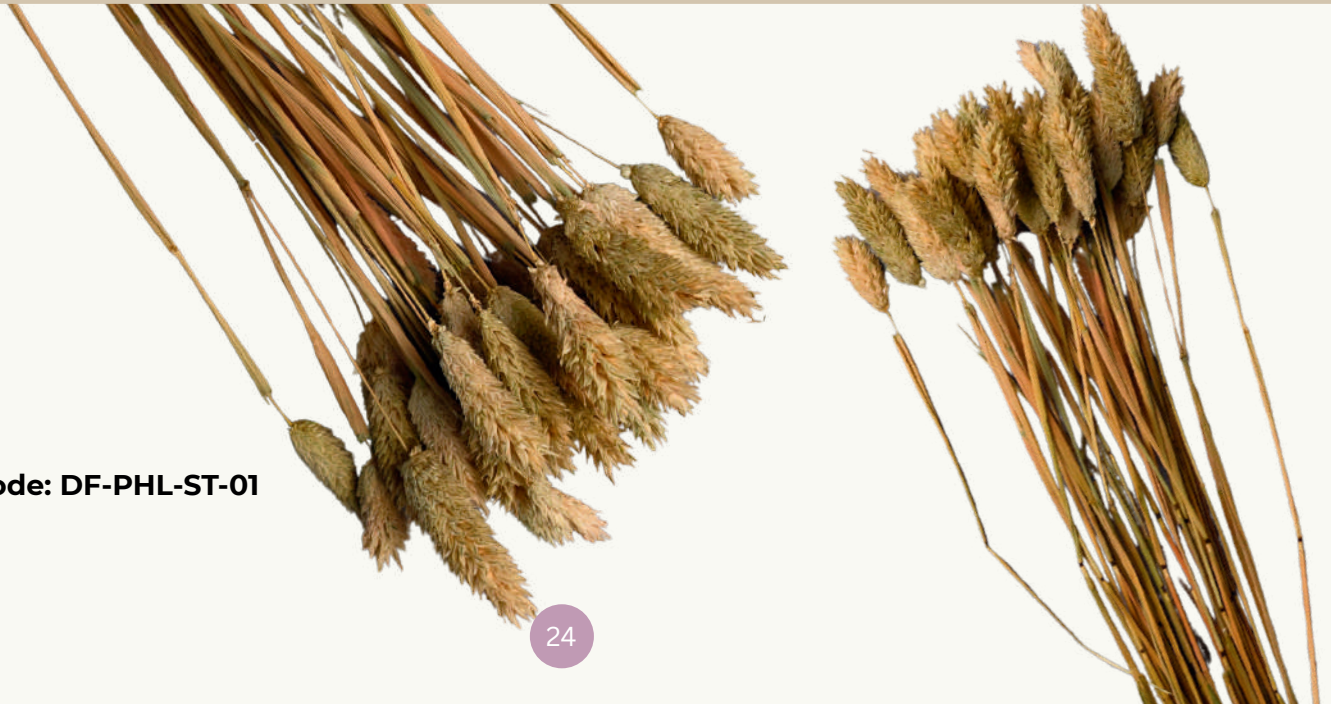
**Product code: DF-BLB-ST-01**



# PHALARIS

Phalaris, also known as Canary Grass, is a charming ornamental grass valued for its compact, oval-shaped flower heads and sturdy stems. Often bleached or dyed in a range of colors, Phalaris adds texture, volume, and a playful touch to both fresh and dried floral arrangements. Its long-lasting nature and versatility make it perfect for bouquets, wreaths, and craft projects, bringing a structured yet soft, decorative element to rustic, boho, or contemporary décor.

**Product code: DF-PHL-ST-01**





# WHEAT

Wheat is a classic and timeless dried grain, known for its golden stalks and elegant, natural texture. Symbolizing abundance and harvest, it adds warmth and rustic charm to floral arrangements, wreaths, and seasonal décor. Durable and long-lasting, wheat is perfect for farmhouse, bohemian, or country-inspired designs, bringing an organic, earthy feel to any space.

**Product Code: DF-WH-ST-01**





A photograph of a natural landscape featuring a field of yellow wildflowers in the foreground. The flowers are scattered across a grassy area with some taller green plants. In the background, there are dense green bushes and trees under a cloudy, overcast sky. A semi-transparent grey banner is overlaid across the middle of the image, containing the title and a paragraph of text.

# Dianthe Wild Dried Flowers

Wild dried flowers are foraged from natural landscapes and carry a raw, organic beauty. With varied shapes, textures, and imperfections, they bring a rustic, earthy charm to arrangements. Often seasonal and unique, wild dried flowers are perfect for natural, bohemian, or eco-inspired designs that celebrate the untamed beauty of nature.

# WILD DAISY (EDELWEISS DAISY)

The Wild Daisy, also known as Edelweiss Daisy, symbolizes purity and natural charm with its star-shaped white petals and golden center. Reminiscent of alpine meadows, it adds a rustic, elegant touch to dried floral arrangements. Long-lasting and timeless, it's perfect for bouquets, wreaths, and décor with a vintage or mountain-inspired style.

**Product code: DF-EDL-ST-01**





# WILD GRASS WEED

Wild weed grass adds a natural, textured element to dried flower arrangements. Its slender, airy stems and delicate seed heads bring a wild, rustic charm to any bouquet or centerpiece. Perfect for bohemian, farmhouse, or minimalist styles, wild weed grass adds height and a soft, organic feel to floral designs, complementing other dried flowers with its simple, earthy elegance.

**Product code: DF-WGR-ST-01**



# VIOLACEUM

Violaceum, commonly known as *Allium violaceum*, is an ornamental onion known for its striking, globe-shaped flower heads made up of tiny violet to purplish-pink blooms. These spherical clusters sit atop tall, slender stems, adding height, texture, and color to both fresh and dried floral arrangements.

With its bold structure and rich color, Violaceum is perfect for modern, rustic, or garden-inspired designs. Dried, it retains its shape beautifully, making it an ideal choice for long-lasting bouquets, centerpieces, and décor.

**Product code: DF-VL-ST-01**





# CEDRELA

Wild tree seed pods offer a beautiful, earthy touch to home décor with their natural textures, shapes, and tones. Sourced from a variety of tree species, each pod brings its own unique character—whether it's the spiky, globe-like pods of the Sweet Gum Tree or the flat, delicate ones from Silver Dollar Eucalyptus. Their organic forms and muted colors add depth and interest, making them perfect for rustic, bohemian, or minimalist interiors. Ideal for dried floral arrangements, wreaths, or displayed on their own in bowls or vases, wild seed pods create a timeless, nature-inspired look. Their long-lasting structure and raw beauty make them a favorite for those looking to bring a sense of the outdoors inside. Whether you're designing a natural centerpiece or simply adding subtle detail to a shelf or table, wild tree seed pods add warmth, texture, and a serene, woodland feel to any space.

**Product Code: DF-WTS-ST-01**





# FEATHER TOP

Feather Top is a soft, wispy grass known for its delicate, plume-like seed heads that add gentle movement and texture to floral arrangements. With its natural, airy look and muted tones, it's perfect for creating light, elegant displays in boho, rustic, or minimalist settings.

**Product Code: DF-WBU-ST-01**



# FIBER OPTIC GRASS

Fiber Optic Grass (*Isolepis cernua*) is a delicate, ornamental grass known for its fine, hair-like green stems topped with tiny, glowing seed heads that resemble fiber optic lights. Its soft, flowing texture and whimsical appearance make it a charming addition to floral arrangements, potted displays, or minimalist décor. Often used fresh, it adds movement and a playful, modern touch to both indoor and outdoor designs.

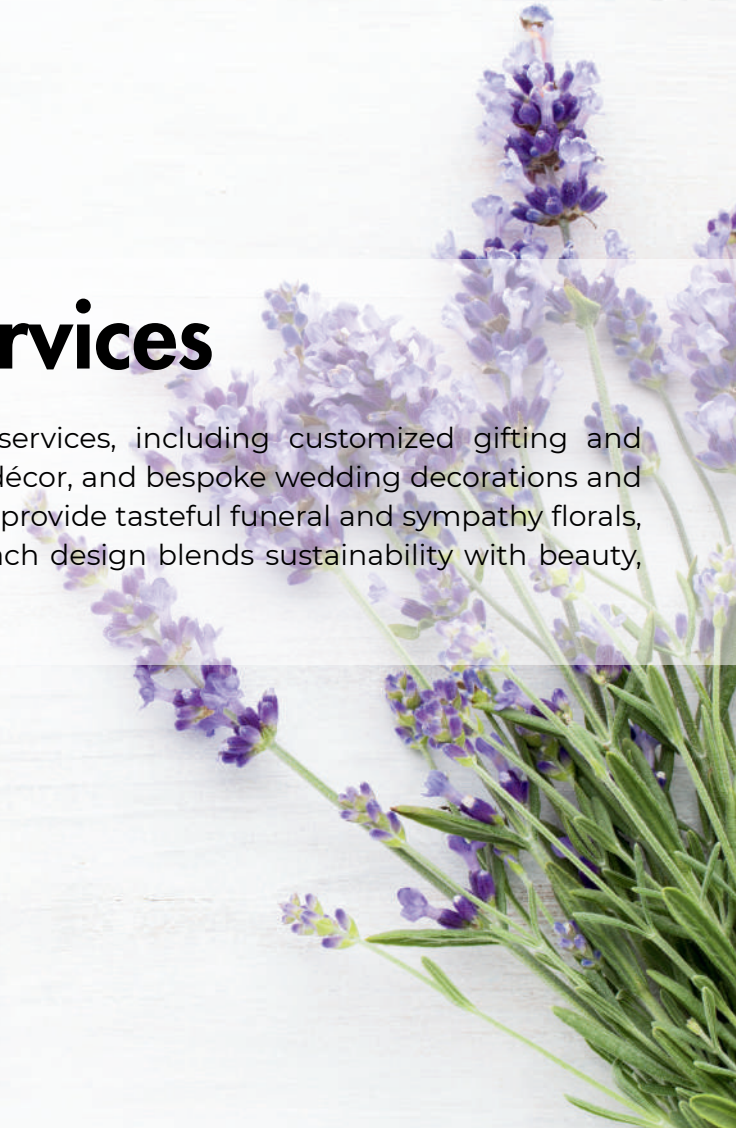
**Product Code: DF-FOG-ST-01**





# Dianthe Services

Dianthe offers a range of thoughtfully crafted floral services, including customized gifting and bouquets for all occasions, elegant home and corporate décor, and bespoke wedding decorations and accessories. We also create unique basket arrangements, provide tasteful funeral and sympathy florals, and host engaging workshops and floral experiences. Each design blends sustainability with beauty, bringing a lasting touch of nature to every moment.





# ASSORTED DRIED FLOWER BOUQUET

This Assorted Dried Flower Bouquet is a stunning blend of carefully selected blooms, including textures like bunny tails, pampas grass, and statice, bringing a rustic, bohemian vibe to any space. Perfect for home décor or gifting, it offers a long-lasting, eco-friendly alternative to fresh flowers, with vibrant colors and soft textures that stay beautiful over time. Ideal for adding a timeless touch to any setting.



# CUSTOMISED GIFTING & BOUQUET FOR ANY OCCASIONS



# HOME AND CORPORATE DECORATION

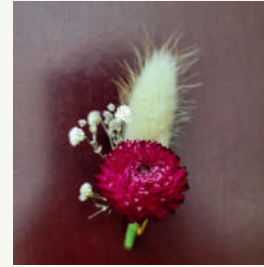




# BASKET ARRANGEMENT



# WEDDING DECOR AND ACCESSORIES





# FUNERAL AND SYMPATHY SERVICES





# MEET OUR TEAM



**FOUNDER & CEO**  
CHOKHONE KRICHENA



**CO-FOUNDER**  
K HRIIZIINI



**DESIGN & STUDIO**  
D NISA



**INVENTORY & LOGISTIC**  
ADAZIIA KRICHENA