

ALLURING ACCENTS

> Any personal stylist worth her salt would never let a client waltz out of an appointment without first suggesting some jewelry, a pair of shoes, a scarf or a purse. That's because she knows an accessory can convert an outfit from fine to fabulous, raising the customer's satisfaction and, ahem, the price of the ensemble.

Think of your "filler" flowers in the same light. Ardith Beveridge, AAF, AIFD, PFCI, keeps the "f" word out of her vocabulary, preferring the term "accent," as it conveys the transformative power of secondary blooms. The director of education at Koehler & Damm's Institute of Floristry has her students design a dozen roses using at least 15 types of accent flowers. Their reaction, without fail: who knew there were so many options?

J Schwanke, AAF, AIFD, PFCI, agrees that filler flowers deserve more respect for the role they play in design. "They provide textural nuances that give an arrangement the visual interest the public craves," said the host of JTV at ubloom.com. In fact, some of today's trends (hello, "wildflower" style) can be achieved using solely "filler" product, he said. Mason jars look great flooded with aster, statice, eryngium, rice flower, baronia or Queen Anne's lace. Explosion grass, also known as fairy grass, lends a natural, garden-like aesthetic that will appeal to customers wanting something different. He also challenges florists to expand what they consider supporting flowers. Adding upscale diminutive buds, such as stephanotis, spray roses and spray carnations, can lead to an effortless upsell. 🌸

Katie Hendrick



Dark Pink Bouvardia
VALLEFLOR



Purple Boronia
RESENDIZ BROTHERS



Limonium
VALLEFLOR



White Static
VALLEFLOR



Bupleurum
ESMERALDA FARMS



Matricaria
FLORABUNDANCE



Campanula
ESMERALDA FARMS



Mardi Gras® Solidago
ESMERALDA FARMS



Eryngium
VALLEFLOR



Brezillia Berries
FLORABUNDANCE



Mardi Gras® Aster
ESMERALDA FARMS



Rose Tessino Spray Carnation
ESPRIT MIAMI

LASTING LOVELIES

> Their fragrant, ruffled petals give garden roses an undeniably romantic quality that has long placed them on the wish lists of countless brides. And requests for garden roses have risen in recent years — not only for weddings, but also for daily orders, said Michael Derouin, AAF, AIFD, PFCI, of McArdle's Florist & Gifts in Greenwich, Conn.

At Starbright Floral Design in New York City, Creative Director Tom Sebenius has noticed an uptick, as well. "In the past, garden roses were better left for event work, as they weren't expected to last more than a few hours or so," he said. "Now, garden roses are lasting much longer than before," making them viable choices for everyday work. "Customers' tastes have also become more sophisticated, so the demand is higher," he added. It's a trend not limited to the East Coast: For two years, Bridget Carlson, of Ashland Addison Florist in Chicago, has had a standing order with her wholesaler for a weekly shipment of garden roses to satisfy customers celebrating all occasions.

Here are nine varieties with a vase life (10 to 15 days) as enchanting as their textures, colors and fragrances. 🌹

Katie Hendrick is senior editor of *Floral Management*. khendrick@safnow.org



"Every time I see this, I think 'romance.' They are just so pretty," said Sylvia Bird, AAF, AIFD, PFCI, of **'Bridal Piano' (Alexandra Farms)**. This variety, whose name suggests a matrimonial role, "would be perfect in wedding designs," she said. The Fort Myers, Fla., designer envisions a monofloral hand-tied bouquet, "edged with soft-looking foliage, like variegated pittosporum." White, ivory and pastel-colored flowers would all make apt accompaniments, said Jeff Corbin, AAF, AIFD, PFCI. "A bouquet of these with clusters of stephanotis and a collar of dusty miller would be sweet for a hot summer day's wedding."



"As the title suggests, **'Blanc de Blancs' (Green Valley Floral)** is the perfect rose for the all-white bridal bouquet," said Walter Fedyshyn, AIFD, PFCI. "No foliage — just a soft, fluffy nosegay full of these snowy beauties." To add interest to the large open roses, include freesia, ranunculus or dendrobium orchid florets, he said. Silver candelabras with the roses spilling out carries the all-white theme into the reception, said the creative design manager at Phillip's Flowers in Chicago: "Sprinkle the soft white petals down the table and the aisle during the ceremony, for a romantic touch."



'Pink Piano' (Alexandra Farms) begs to be paired with deep, intense colors, Corbin said. "I'd love to use them with orange zinnias, blue 'Volkerfrieden' delphinium, yellow tulips and accents of 'Green Trick' dianthus for table arrangements and bouquets," said the owner of Radford Florist in Radford, Va.



"A simple cluster or hand-tied bouquet of **'Wanted' (Alexandra Farms)** would really show off the rose's outstanding color," especially if carried by bridesmaids in black cocktail dresses, Fedyshyn said. "Add some sparkle with tiny rhinestone accents." For matching centerpieces, arrange the roses in black glass cubes, he said. Inserting rhinestone pins to the centers of the roses will give the look extra style; placing votive candles around the centerpieces will make the table really shine, he said.

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Mixed with purple stock and antique green hydrangeas, **'Darcey' (Green Valley Floral)** has a "rich, old world look, wonderful for fall and Christmas," said Austin, Texas, designer Kathi Thomas, AIFD, PFCI.



"Looks delicious," said Sharon McGukin, AAF, AIFD, PFCI, of **'Kate' (David Austin Roses)**, a raspberry beauty named after the Duchess of Cambridge, freshly available in the U.S. "This intense color would be great juxtaposed against crisp greens," said McGukin, author of "Flowers of the Heart: A Bride's Guide to Choosing Flowers for Her Wedding." Given the rose's intricate beauty, go with simple styling, she said: "Think of a textural design in a low glass bowl lined with concentric circles of layered Aspidistra leaves, with one luscious, fragrant rose tucked in." For a hand-tied bouquet, she suggests a collar of fresh mint.



"A perfect choice for romantic garden weddings with old world charm," Fedyshyn said, of **'Voyage' (Alexandra Farms)**. For ethereal bouquets for the bridal party, he recommends blending the roses with smaller white blooms and accenting with pink or white bouvardia or stephanotis. "Moss lined French wire baskets filled with these old-fashioned garden roses, finished with Queen Anne's Lace and trails of ivy would be lovely centerpieces to complement the girls' bouquets," he said. Jenny Behlings, AAF, PFCI, called 'Voyage' "the truest baby pink — a great rose for a new Mommy and Daddy of a baby girl." A simple rose bowl filled with this variety "would be the most wonderful surprise to receive, especially if you were stuck home sick in bed," said the owner of Jenny's Floral in Custer, S.D. "The high petal count and fragrance brings back childhood memories of 'old fashioned' rose bushes."



"I would present **'Green Eye' (Green Valley Floral)** against green bridesmaid's dresses to really enhance the unusual center," Fedyshyn said. For table arrangements, accentuate "the eye" with bright green button chrysanthemums, green chinaberries and green dendrobium orchid sprays. "Add fresh green grapes or Granny Smith apples to really make a 'green' statement," he said.



For brides in gowns with subtle pink undertones, **'Pink O'Hara' (Alexandra Farms)** would give their bouquet a complementary blush, especially when mixed with cream roses, Thomas said. For a "modern twist," pair the ultra-feminine garden rose with gray succulents and any flowers in "Tangerine Tango," an orange shade that Pantone dubbed color of the year. "The rose and succulent combination would 'cool down' the orange," she said. "That's important around here, where temperatures often reach the 90s to 100s for summer weddings."

WHEN TASTES EXCEED BUDGET

> Florists who offer substitutions for brides whose budgets don't quite match their tastes are worth their weight in gold. Commercial floriculture is flush with beautiful varieties that, with the right talent "behind the stem," give the look of the idyllic bridal spread in Martha Stewart Weddings or Grace Ormonde, but for less money.

Brides who love the cluster of ruffled petals in **peonies** will appreciate that commercially grown **garden roses** and even some hybrid tea roses offer a similar look and are being grown more in abundance today. When massed together, **carnations** offer the texture of the much-adored **hydrangea**. **Dahlias** have an equally as textured — yet much heartier — impersonator in disbud **chrysanthemums** (or cremons, as some growers have taken to calling them). Certain **gerbera** varieties will offer the same simple, contemporary

look as the much-adored **anemone**. Dramatic brides drawn to **amaryllis**, which is highly seasonal and finicky, are unlikely to refuse an **Oriental lily** with similar form and color. And **bouvardia**, with its white, star-like blooms is a natural stand-in for **stephanotis** and **Lily of the Valley**.

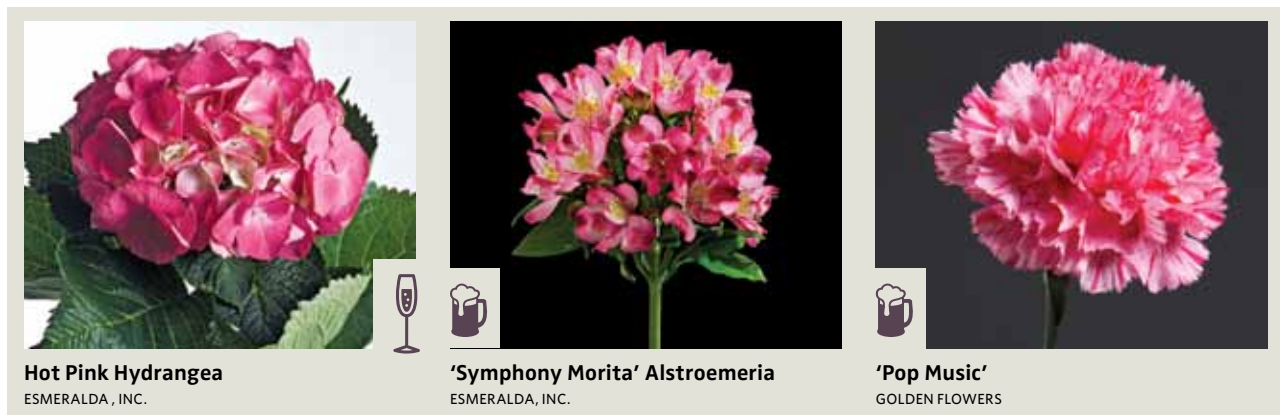
The most important rule of thumb when offering substitutes? Don't say "substitute," for starters. In fact, veteran bridal florist Sharon McGukin, AAF, AIFD, PFCI, said she keeps the discussion focused on the form and color the bride envisions, rather than specific varieties. (Floral Management challenged McGukin to create a more affordable version of one of the more extravagant bouquets in Martha Stewart Weddings, in this month's Business of Design, p. 42). 🌸



'Sarah Bernhardt' Peony
FARM EXPORTS

'Rosaline' Garden Rose
FARM EXPORTS

'Geraldine' Standard Rose
ESPRIT MIAMI



Hot Pink Hydrangea
ESMERALDA, INC.

'Symphony Morita' Alstroemeria
ESMERALDA, INC.

'Pop Music'
GOLDEN FLOWERS

WHAT A COLORFUL WORLD

> Well known varieties of red and pink roses prevail for their predictability to look good. "That equates to a good, safe sale, as the customer will not be disappointed," said Sharon McGukin, AAF, AIFD, PFCI. However, florists who want to command higher prices need to exceed expectations, said the author of "Flowers of the Heart." Her suggestion: "Differentiate yourself with product that is not readily available from other sources."

Tom Sebenius, creative manager for Starbright Floral Design in New York City, said owners who branch into all the colors of the rainbow "keep designers on our toes," encouraging them to come up with new color schemes and combinations. "If even the most jaded designer becomes enchanted by a new color, you can be sure the customer will be just as delighted." 🌹

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Find more varieties at safnow.org/moreonline



'Blueberry'
FARM EXPORTS



'Farfalla'
GREENROSE



'Cream Kiss'
FARM EXPORTS



'Hot Shot'
ROSAPRIMA



'High and Intenzz'
FRESCA FARMS



'Deep Purple'
FRESCA FARMS



'Green Fashion'
FARM EXPORTS



'Amnesia'
GREENROSE



'Malu'
FARM EXPORTS



'Queen Mary'
FARM EXPORTS



'Cosima'
FARM EXPORTS



'Silverstone'
FARM EXPORTS



'Natures Cherry'
FARM EXPORTS



'Orange Crush'
ROSAPRIMA



'Senorita'
ROSAPRIMA

A TWO-TONED APPROACH

> Ombré proves to be one of the hottest looks of 2012. Nary a runway, red carpet or shopping mall has missed this multi-tonal trend that suggests two shades are better than one. Models sported “ombré hair” in the Prada fashion show in February, as have dozens of actresses at film premiers and awards shows, including Gwyneth Paltrow, Sarah Jessica Parker and Drew Barrymore. Fashion designers from Badgley Mischka to Michael Kors have embraced it, which has already trickled down to mass retailers, such as Banana Republic, Ann Taylor and J. Crew.

Consider bicolor roses one of the floral industry’s versions of the ombré trend. Acting as “a chromatic transition flower, marrying hues in an arrangement,” a bicolor rose creates a mono-botanical, bicolor composition, said BJ Dyer, AAF, AIFD. “Roses can shoulder the demands of a single-flower design by themselves, but bicolor roses offer more visual texture than roses of a single color,” said the co-owner of Bouquets in Denver, a two-time winner of Floral Management’s Marketer of the Year. “Plus, the consumer loves them — and that’s good for sales.”

Here are eight variegated varieties to try. 🌹

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KATARI

“Breathtakingly beautiful,” said Ardith Beveridge, AAF, AIFD, PFCI, of **‘Katari’ (Esmeralda)**. “You will see remarkable success when coordinating, complementing or contrasting other flowers and fibers with bi-color roses, which respond to the light as the petals unfold.” Beveridge, the director of education at Koehler & Dramm’s Institute of Floristry in Minneapolis, recommends adding reds, creams, soft greens, pinks or even fluorescents, which have become a major fashion trend for summer and autumn.



SWEETNESS

“When using a bi-color rose, it’s fun to play off the color combination the flower represents,” said Robbin Yelverton, AIFD, PFCI. The co-owner of Blumz...by JR Designs in Detroit and Ferndale, Mich., recommends pairing **‘Sweetness’ (Esmeralda)** in a vase of hot pink and white flowers, “accented with a beautiful ribbon treatment of hot pink.” Walter Fedyshyn, AIFD, PFCI, envisions it in a bridal bouquet paired with white hydrangeas. “The subtle red markings will really stand out against the hydrangea and her white dress,” said the creative design manager at Phillip’s Flowers in Chicago.



PACARINA

“The vibrancy of **‘Pacarina’ (Esmeralda)** would be a welcome choice for youthful bouquets using oranges and greens,” said Vince Butera, AIFD, PFCI. The owner of Butera the Florist in York, Pa., loves using bi-color roses in “natural, vintage style designs.” “They just remind me of a cottage garden,” he said. This particular variety, “an extremely versatile one,” would pair well with green hypericum and fresh grains, he said.



CRAZY ONE

Fedyshyn envisions **'Crazy One' (Fresca Farms)** in bridesmaids' bouquets for weddings with girls wearing burgundy gowns. "The deep-colored dresses will really show off the rose's light pink and fuchsia markings," he said. "Tuck them into 'Antique Green' hydrangea to complement the rich shades even more." Radford, Va., florist, Jeff Corbin, AAF, AIFD, PFCI, sees it as "a hit for Valentine's Day, especially mixed with a big handful of pink tulips or peonies." It would look equally elegant for wedding and party work, said the owner of Radford Florist. "I'd love to incorporate it with 'Volkerfreiden' delphinium for a Fourth of July bash," he said.



BUTTERFLY

'Butterfly' (Fresca Farms) would mix beautifully with garden-style flowers, such as marigolds, orange and red dahlias, and orange and yellow zinnias, Fedyshyn said. He recommends arranging the flowers with solidaster, mixed grasses and stems of fresh green wheat in an old moss-covered terracotta pot "to add casual charm when decorating for outdoor garden parties."



ABRACADABRA

"I've always loved how different this looks and so do customers," said Sylvia Bird, AAF, AIFD, PFCI, of **'Abracadabra' (Golden Flowers)**. The Fort Myers, Fla., designer likes to complement the marbled-looking rose with cream-colored freesia and green hydrangeas.



MOZAICO

Beveridge called **'Mozaico' (Fresca Farms)** "the rose with a surprise inside each petal." Cream-colored speckling softens this edgy orange rose, as "vintage and contemporary style convene," she said. She recommends a split complementary scheme using soft to bright blue flowers, leading to blue-greens and blue violets. "Keep the color composition fairly simple and group the roses together to bring attention to 'Mozaico'," she said.



RED INTUITION

Corbin will reach for **'Red Intuition' (Golden Flowers)** often in upcoming months. "It mixes well with fall favorites, such as sunflowers, purple statice, orange gerberas and wheat. For Christmas, it works with red carnations, holly berries, ilex, red tulips and amaryllis," he said. And, of course, it will fit right in for Valentine's Day, "given its compatibility with red flowers," he said.

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Lilac



'Royal Daphne' Bouvardia
ESMERALDA, INC.



'Strong Gold' Tulip
FARM EXPORTS



Pink Amaryllis
FARM EXPORTS



'Paradero' Oriental Lily
GREEN VALLEY FLORAL



Yellow Mini Calla
FARM EXPORTS



White Dahlia
FLORABUNDANCE



'Chita White' Cremons
FARM EXPORTS



Stephanotis



White Anemone
FARM EXPORTS



White Gerbera
FARM EXPORTS



White Bouvardia
PYRAMID FLOWERS