

GOING BOTANICAL

➤ Back in 2015, Karen Greenoe flew from North Carolina to California to style a bridal photo shoot for a Los Angeles-based PR agency. Her directions: Bottle up the easy, breezy Key West ambiance Ernest Hemingway knew and loved.

Greenoe responded by arranging monstera and ti leaves on top of tall, cylindrical vases to create miniature “palm trees.” Since the photos hit the blog “Style Me Pretty” in December 2016, she has fielded countless questions about the distinct centerpieces. “It’s one of our most pinned images,” said the owner of Lily Greenthumb’s Wedding and Event Design in Charlotte. “I get messages from brides and planners all over the country asking how I did this.”

Across the nation, brides are clamoring for a verdant look. “All these years, we’ve heard ‘no greenery!’ because Martha Stewart showed these tight bouquets of roses and tulips, and that’s what

every girl wanted,” said Jodi Duncan, AIFD. “Now the pendulum has swung the other way, as customers recognize the amazing texture and interest foliage provides.”

The Norris City, Illinois, designer loves the creative freedom this trend allows, but she cautions that it requires careful descriptions. “In consumers’ vernacular, ‘greenery’ sounds like a cheap option, perhaps because they think of it as filler,” Duncan said. “But the reality is that these specialty grasses, leaves and pods can be pretty pricy.” When communicating with brides and planners, she describes foliage-heavy designs as “botanical” pieces. “It sounds upscale and conveys to the wedding market that these items are still expensive,” she said.

Here are some fantastic foliagees brides will want to have and hold. 🌿

Katie Hendrick khendrick@safnow.org



THEO MILO PHOTOGRAPHY

TROPICAL CENTERPIECES

Lily Greenthumb’s Wedding and Event Design



AUSTRALIAN UMBRELLA FERN

Fern Trust



BLUE CALATHEA

Fern Trust



CHILEAN PON PON MASK

Fern Trust



COONTIE

Fern Trust



FOXTAIL

Fern Trust



GREEN HUCK

Fern Trust



KOALA FERN

Fern Trust



‘HONEY BRACELET’ MELALEUCA

Ocean View Flowers



KUNZEA
Ocean View Flowers



'PAPERBARK' MELALEUCA
Ocean View Flowers



'TEARDROP' MELALEUCA
Ocean View Flowers



AUSTRALIAN PINE
Resendiz Brothers



'HOOKERIANA' GREVILLEA
Resendiz Brothers



'IVANHOE' GREVILLEA
Resendiz Brothers



'MAUI SUNSET' LEUCADENDRON
Resendiz Brothers



'PHYLICA' LEUCADENDRON
Resendiz Brothers



'RED HOOKS' GREVILLEA
Resendiz Brothers



'RED JELLY' BEREZILIA
Resendiz Brothers



'TERETIFOLIUM' LEUCADENDRON
Resendiz Brothers



BLACK SHIMMER MONSTERA
William F. Puckett Inc.



UMBRELLA PALM
William F. Puckett Inc.



ISRAELI RUSCUS WITH SHIMMER
William F. Puckett Inc.



PALM FAN
William F. Puckett Inc.



PURPLE FOXTAIL
William F. Puckett Inc.



SAGO PALM
William F. Puckett Inc.



SHIMMER ISRAELI RUSCUS
William F. Puckett Inc.