THE GIFT OF TEXTURE

> Shiny baubles. Twinkle lights. Candy cane stripes. Ribbon. Tinsel. Glitter. It's the most ostentatious time of the year!

Mindful that many customers have gone to great lengths decking the halls, the staff at Strawberry Fields Flowers and Finds in Richmond, Virginia, likes to promote designs with neutral palettes and natural embellishments that won't compete with all the holiday paraphernalia. Plus, this approach lets the shop stick with its signature style: distinctive flowers, keepsake containers and loads of texture — details that don't require excessive design time but make a huge impact in perceived value. "Our customers are not followers. They want something different," said owner Deanna King. Here, she shares two arrangements that would be becoming on any dining room table.

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WHITE CHRISTMAS This monochromatic design would fit in any home, regardless of the structure's style and other décor. Lisianthus, ranunculus and roses provide a lush, romantic aesthetic, while veronica, eucalyptus and air plants add texture and visual interest. A grooved vase enhances these qualities even more. Design time: 10 to 15 minutes. Wholesale costs: $50. Suggested retail price: $150.

FA LA LA LA FOLIAGE A mix of luxe ornamentals (magnolia leaves, hanging amaranthus, kale, astrantia, berzillia and eucalyptus) creates a look that's festive, but unexpected — a great conversation starter for a party host. Peonies add to its appeal. Design time: 10 to 15 minutes. Wholesale costs: $60. Suggested retail price: $195.

