

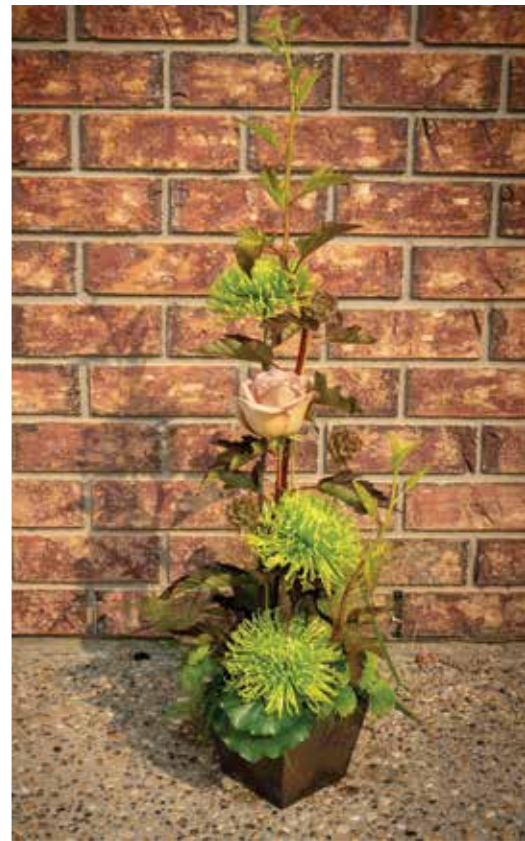
HIGH AND LOW

> A low price point and long vase life are a few reasons Lisa Alary, CAFA, adores chrysanthemums. The biggest selling point for her, though? Versatility. “I love working with chrysanthemums because they can swing in so many stylistic directions,” said the owner of Fleur-de-Lise in St. Albert, Alberta. “Depending on what you pair them with — and what techniques you pull out of your design repertoire — they seamlessly make the leap from casual and unassuming to elegant and upscale.” Here, she shares two simple and cost-effective designs that elevate the humble chrysanthemum. 🌿

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TALL TALE “Size matters with perceived value,” Alary said. “Tall linear designs command attention.” Additionally, this design makes good use of negative space and “tells a story with its color palette, which was inspired by nature’s ready-made combinations,” she said. To accentuate the ninebark (physocarpus) foliage’s chartreuse and bronze undertones, she used green disbud and button chrysanthemums, beige roses and scabiosa pods. “A great way to give common blooms a more high-end status is to pair them with a few special details, such as a rare seasonal foliage or an unusual textural accent flower,” she said. Design time: 10 to 15 minutes. Wholesale costs: \$20. Suggested retail price: \$70.



SHORT AND SWEET This low design fits nicely in a variety of spaces, from a nightstand to a powder room to a small dining table to a desk. Alary stuck with a simple two-tone color palette “to keep things looking fresh, modern and chic” and incorporated Midollino stick arches “to kick these blooms up to the next level.” The arrangement requires very little fresh product and minimal labor, yet it has an upscale designer look. Design time: 12 minutes. Wholesale costs: \$15. Suggested retail price: \$55.