

Celebrating 120 Years

florists' review

AUGUST 2017 | WWW.FLORISTSREVIEW.COM

GENERATION NEXT

THIRTY-FIVE

UNDER

35

Meet some of the brightest stars in the floral business

THE FLORAL INDUSTRY & MILLENNIALS

Understanding the new generation's characteristics

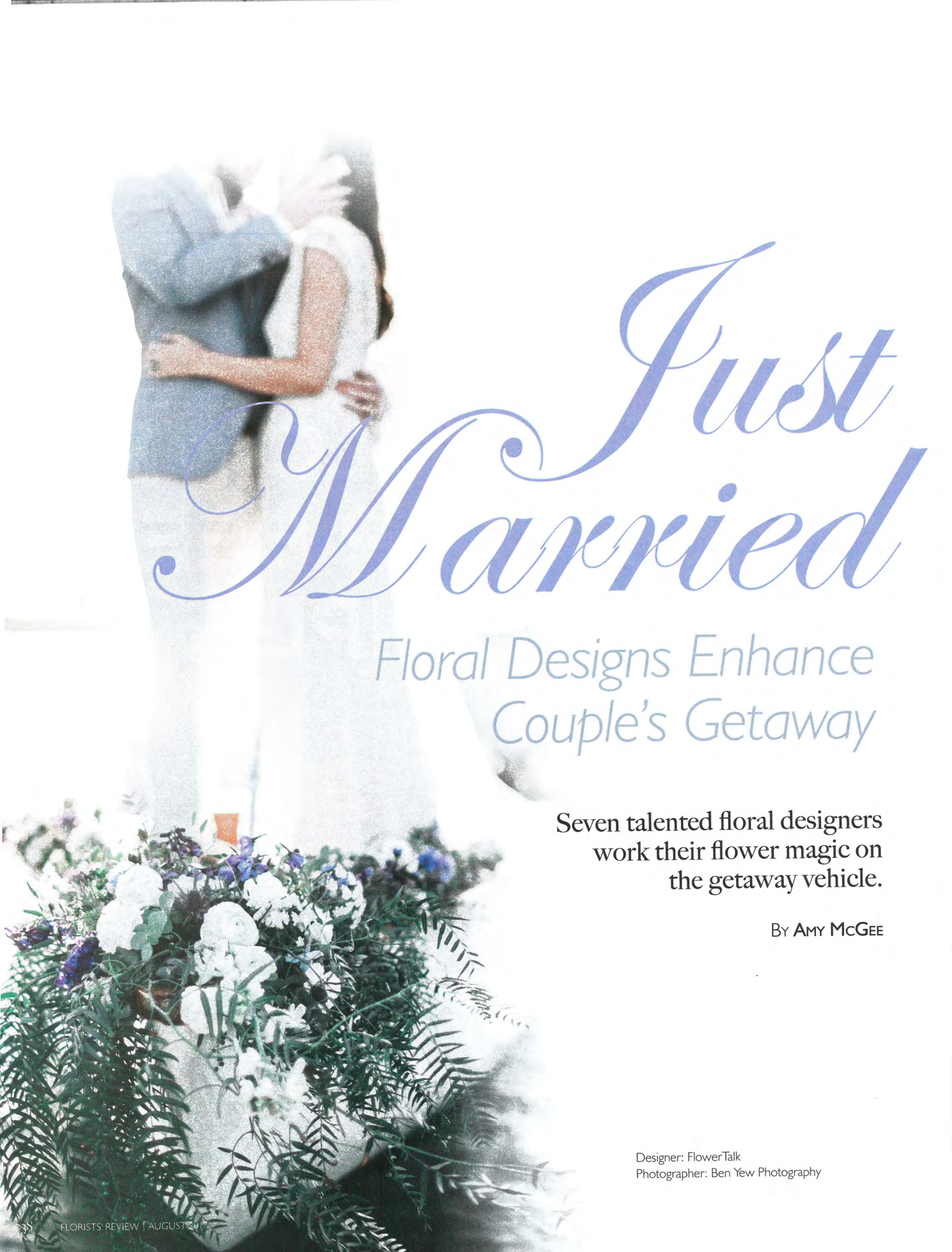
Slow Flowers Journal

A **new** section featuring ideas and information about local, seasonal and American-grown botanicals



AUG 2017 - \$6.50





Just Married

Floral Designs Enhance Couple's Getaway

Seven talented floral designers work their flower magic on the getaway vehicle.

By AMY MCGEE

Designer: FlowerTalk
Photographer: Ben Yew Photography

Jappalin Manning, owner of FlowerTalk in Perth, Western Australia, envisioned a couple departing as newlyweds on a sailboat draped in flowers. In order to make the dream a reality, she planned a styled shoot at the Fremantle Sailing Club in Fremantle, a port city of Perth. Drawing her inspiration from the Acrosphire IV – a 1929 antique yacht used in the shoot – Jappalin decked the bow with sea holly, *Delphinium*, *Ranunculus*, *Eucalyptus* and peppercorn foliage in shades of blue and white to reflect the ocean hues. A 32-foot long Oasis Garland kept the flowers fresh throughout the day.



(Above) Designer: FlowerTalk; Photographer: Ben Yew Photography
(Left) Designer: Alicia Jayne Florals; Photographer: Costola Photography
(Below) Designer: BLOOM Floral Design; Photographer: Ashley Slater Photography



For a simple and cost-effective way to decorate the back of a couple's getaway scooter, Alicia Broehl, event planner and floral designer at Alicia Jayne Florals in Alexandria, Va., shares a brilliant idea. Just before the newlyweds exit the reception, have someone slip out and attach the bridal bouquet to the back of the scooter using a couple of cable ties.

Jennifer Haf of BLOOM Floral Design in Charlevoix, Mich., took special care when asked to decorate a vintage car belonging to the bride's father. She carefully attached a floral garland to the car using ribbon to prevent scratching the chrome finish. The wedding party personalized the design by adding a few "treasures" to the rear bumper for the newlyweds' ride from the church wedding to their country club reception.





Designer: August Floral & Event Design
Photographer: Vitor Lindo Photography

Nothing says romance like a bicycle built for two – especially if the handlebar is dripping with flowers. **Kimberly Cheney**, owner of **August Floral & Event Design** in Savannah, Ga., designed a lush arrangement of blooms in floral foam covered with chicken wire, which was secured to the top of the bicycle basket with cable ties to ensure a picture-perfect ride.

British floral designer **Karen Morgan** of **Passion for Flowers** knows how to weave romance into even the tiniest details of the wedding flowers she designs from her company based in The Midlands. A posy of blooms cable-tied to the handlebar of a post-wedding getaway Vespa can be especially magical when coordinated with the bride's flower crown. Trailing gold ribbons add movement to the design as it catches the countryside breeze.

Designer: Passion for Flowers
Photographer: Ross Harvey Photography



Designer: Ferrington Weddings
Photographer: Krystal Kašt Photography

Mary Stevens takes cues from her pastoral surroundings while creating innovative floral designs at **Ferrington Village** in Pittsboro, N.C. In keeping with the outdoor wedding romance vibe, she outfitted a tandem bike with a crate of flowers attached to the rear bicycle rack. The bicycle graced the ceremony entrance at a Ferrington garden wedding with a sign that read “Nearlyweds.” After the ceremony, the newly married couple rode the bike – with a sign that read “Newlyweds” – down a ramp into the reception barn, much to the delight of their guests. ■

In keeping with his fashion-forward design aesthetic, Hiroshima, Japan-based designer **Yukinobu Fujino** of **Fleurs Trémolo** pushed the traditional getaway car wreath in a new direction by adding long, trailing ribbons and having the wreath appear to float on the rear window of a Classic MINI Cooper. Yukinobu covered the floral-foam wreath with roses, *Eustoma* and *Muscari* before suspending it with transparent nylon threads anchored to the front bumper to achieve the floating illusion.

Designer: Fleurs Trémolo

