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SHARE CREATIVE
WAYS THEY'VE
LEVERAGED THEIR
STRENGTHS AND
GROWN THEIR
COMPANIES

Exploring the trend of blending different types of botanicals in exciting new ways

CREATIVE COMBINATIONS

SUSTAINABLE PACKAGING

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A BACKSTAGE PASS TO J SCHWANKE'S *LIFE IN BLOOM* TV SHOW, AS IT KICKS OFF ITS SECOND SEASON

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See Page 65 for contact information for these companies.



TROPICAL NOUVEAU BLENDING

by Hitomi Gilliam, AIFD
Designs on Pages 24-25

BASIC

Spring Tropical Palette

STRUCTURE OASIS™ Florist Netting (Green) and OASIS™ Bind Wire (Green) from **Smithers-Oasis North America**; boat-shaped (convex) ceramic container

BOTANICALS *Anthurium andraeanum* 'Toyama Peach' and 'Tropic Ice' (flamingo flower, tail flower), *Leucospermum* spp. (pincushion), *Cymbidium* spp. (orchid), *Oncidium* spp. (dancing-lady orchid), *Dicranopteris linearis* (luluhe fern, Old-World forked fern), *Passiflora lutea* (yellow passionflower vine), *Caryota mitis* (Bo Derek hair, clustered fishtail palm seeds) and *Philodendron* hybrid 'Florida Beauty' (variegated) from **Green Point Nurseries**; *Rosa* spp. 'Free Spirit' (Deluxe Garden Rose) from **Alexandra Farms**; *Ranunculus asiaticus* (Persian buttercup), *Tulipa* spp. (tulip) and *Dianthus barbatus* 'Green Ball' (hybrid sweet William) from **Royal Flowers Group**

ADVANCED

Ikebana Rikka Three-row Style

STRUCTURE OASIS™ Floral Mesh (Silver) and OASIS™ Bind Wire (Green) from **Smithers-Oasis North America**; rectangular white ceramic cylinder container

BOTANICALS *Anthurium andraeanum* 'Tangerine Ozaki' and 'Tropic Ice' (flamingo flower, tail flower), *Leucospermum* spp. (pincushion), *Oncidium* spp. (dancing-lady orchid), *Calathea crotalifera* (rattlesnake *Calathea*, yellow rattleshaker) and *Caryota mitis* (Bo Derek hair, clustered fishtail palm seeds) from **Green Point Nurseries**; *Moluccella laevis* (bells-of-Ireland, shellflower), *Ranunculus asiaticus* (Persian buttercup), *Amaranthus caudatus* (love-lies-bleeding, tassel flower) and *Dianthus barbatus* 'Green Ball' (hybrid sweet William) from **Royal Flowers Group**; *Salix udensis*/*S. sachalinensis* (Japanese fantail willow, fasciated willow)

ART

Artful Window to Nature

STRUCTURE OASIS® Clear Water Tubes (4"), OASIS® UGLU™ Adhesive Dashes, OASIS™ Bind Wire (Green) from **Smithers-Oasis North America**; 4" x 4" x 12" wood block; bamboo skewers; rubber bands

BOTANICALS *Anthurium andraeanum* 'Toyama Peach' and 'Midori' (flamingo flower, tail flower), *Heliconia psittacorum* 'Tropics' (parakeet *Heliconia*, parakeet flower, parrot's flower, parrot's beak, false bird-of-paradise), *Leucospermum* spp. (pincushion), *Caryota mitis* (Bo Derek hair, clustered fishtail palm seeds), *Curculigo capitulata*/*Molinera capitulata* (whaleback palm, palm grass), *Calathea makoyana* leaves (peacock plant, cathedral windows) and *Passiflora lutea* (yellow passionflower vine) from **Green Point Nurseries**; *Ranunculus asiaticus* (Persian buttercup) from **Royal Flowers Group**; *Salix udensis*/*S. sachalinensis* (Japanese fantail willow, fasciated willow)

SPRING KOKEDAMA CENTERPIECE

by Erik Witcraft, AIFD
Design on Pages 26-27

BOTANICALS *Hydrangea macrophylla* (hortensia), *Dianthus barbatus* 'Green Ball' (hybrid sweet William) and *Hypericum perforatum*/*H. androsaemum* (St. John's wort, tutsan), from **Royal Flowers Group**; *Narcissus cyclamineus* 'Tête-à-tête' (miniature daffodil) on bulbs; *Asplenium nidus* (bird's-nest fern plant, 2"); *Hedera helix* (variegated English ivy plant); *Acer palmatum* 'Sango Kaku' branches (coral-bark Japanese maple); *Sphagnum* spp. (peat moss, bog moss); hollowed log

NONBOTANICAL MATERIALS OASIS® Midnight Floral Foam Maxlife, OASIS® Brick Trays, OASIS® Waterproof Tape (Green) and OASIS™ Bullion Wire (Apple Green) from **Smithers-Oasis North America**; matte-black glass ornaments from **The Whitehurst Company**; wired and unwired wood picks from **Premium Wood Picks/Garcia Group**

CONTEMPORARY ROSE TOPIARY

by Erik Witcraft, AIFD
Design on Pages 28-29

BOTANICALS *Rosa* spp. 'Golden Mustard' (Deluxe Garden Rose) and *Rosa* spp. 'Juliet' (David Austin Wedding Rose) from **Alexandra Farms**; *Dianthus barbatus* 'Green Ball' (hybrid sweet William) from **Royal Flowers Group**; *Ruscus aculeatus* (Italian *Ruscus*, butcher's broom, box holly); *Gleichenia dicarpa* (Sea Star Fern™, pouched coral fern, tangle fern) – color enhanced; *Asparagus setaceus*/*A. plumosus* (plumosa fern, lace fern, *Asparagus* fern); *Salix* spp. (straight willow branches)

NONBOTANICAL MATERIALS Rose Gold Premium Metals Spray and Purple Pansy Just for Flowers Flower Dye Spray from **Design Master Color Tool**; OASIS® Midnight Floral Foam Maxlife, OASIS™ Bind Wire (Brown) and OASIS® Waterproof Tape (White) from **Smithers-Oasis North America**; white ceramic urn-style container ■



Blending locally grown and imported flowers
Floral design and photography by Brenna Quan, AIFD

Mixing different media of botanical materials – fresh and permanent, tropicals and temperates, cut flowers with plants, etc. – is providing exciting new avenues of creativity for floral designers and exciting new products for consumers.

By Julia Marie P. Schmitt, AIFD, PFCI, EMC, ICPF

When we think of classic combinations, peanut butter and jelly, ketchup and mustard, and Lucy and Desi might come to mind. For creative floral minds, who have always been experts in mixing media, unconventional blending of common elements has been the foundation for genius and the creation of aesthetically pleasing designs.

Today, florists are combining distinctive and different botanicals, creating new platforms within the industry. The search for giving birth to something new with seeming incompatible materials and combining them in different ways has opened the floral industry to new possibilities of engaging the international community as well as consumers. Old taboos are being broken in favor of new approaches. Mixing temperate flowers with tropicals has created the new floral art form Tropical Nouveau. Dried and fresh flowers are intermingled to highlight the unique characteristics of each form. Locally grown botanicals are now being mixed with flowers imported from international markets allowing floral designers to design stunning compositions. Permanent botanicals are combined with fresh flowers to create a desired effect. Plants, which are now a lifestyle, are being mixed with fresh cut flowers to merge the two different natural materials. These new combinations are stretching the boundaries, creating new floral art and endless possibilities.

DRIED AND FRESH FLORAL COMBINATIONS

If you have any recollection of the 1970s and '80s, you remember the prominence of dried flower arrangements in homes and offices. Adhering to the adage "What was old is new again," dried flowers are making a comeback but, this time, with a new twist. Floral designers are now combining dried and fresh botanicals to achieve antique color combinations, interesting textures and the added value of permanency. They're also consciously creating arrangements with botanicals, such as *Protea* and grasses, that will dry well. These floral expressions can morph from extraordinary fresh works of art into permanent keepsakes for the recipients.



Floral design by
Lea Romanowski, AIFD, CAFA, CAFD



Floral design by Susanne Law, AIFD, EMC



Floral design and photography by
Ace Berry, AIFD, PFCI, TMF



Floral design by Patience Pickner, AIFD, PFCI, SDCF
Photography by Hanzlik Studio



Floral design by Patience Pickner, AIFD, PFCI, SDCF
Photography by Hanzlik Studio



Floral design by Beata Kaas, EMC
Photo by Fotoreflection Photography



Floral design by Maureen Christmas, AIFD, EMC
Photo by Charles Mayer Photography



Floral design and photography by Brenna Quan, AIFD

LOCALLY GROWN MIXED WITH IMPORTED FLOWERS

In recent years, the floral industry has increasingly been embracing the Slow Flowers Movement, focusing on designing with "locally" grown and cultivated botanicals. Florists are now consciously incorporating flowers available from local markets and foraged materials from gardens, potted plants and wooded areas. We commonly see *Dahlia*, for example, as one of the most locally grown flowers nationwide. Supply and demand of these botanicals is determined by their seasonality and limited growing season, depending on region; therefore, florists who are committed to this movement have conceded, for practical reasons, to mix locally grown flowers with blooms imported from international floral markets. This combination allows floral designers the flexibility to create what their clients are requesting while still being mindful of local sustainability.

Floral design by Nancy Zimmerman
Photo by VSI Photo



Floral design by Beata Kaas, EMC
Photo by Beata Kaas Photography



Floral design by Susanne Law, AIFD, EMC



Floral design by Sue Tabbal-Yamaguchi, AIFD, EMC
Photo by Brandon Yamaguchi



Floral design by Aniko Kovacs, AIFD, EMC



Floral design and photography
by Dalia Bortolotti, EMC



Floral design by Maureen Christmas, AIFD, EMC

PLANTS AND FRESH CUT FLOWERS

With the popularity of interior plantscaping and urban gardens, plants are becoming a lifestyle in both millennials' homes and the modern corporate world. This growing market has created new artistic and commercial opportunities for floral designers. With an increase in plant appreciation, both traditional retail florists and event florists are often challenged to incorporate potted indoor and outdoor plants and foliage into their compositions. By combining cut flowers into their compositions in innovative ways with plants or plant materials, a new form of botanical art is emerging, offering new creative possibilities for plant-lovers. We are just beginning to see where this combination will lead the ever-evolving floral industry.



Floral design by Beata Kaas, EMC
Photo by Emily Christine Photography

SILK AND FRESH COMBINATIONS

One of the best-kept secrets and common practices in the floral industry has been mixing permanent botanicals with fresh flowers. This combination empowers florists to design when fresh botanicals are unavailable, when specific colors are needed or when it is financially imprudent to use cut flowers. Event and wedding florists have been combining these two media for years, especially with high hanging pieces and flower walls. For retail florists, adding permanent botanicals in sympathy pieces has enabled them to give their clients that must have sunflower in December. How many of us have taken orders for a dozen red roses with one artificial rose representing the senders' steadfast love? Thanks to the high quality of many of today's permanent botanicals, many of which are indistinguishable from their fresh counterparts, and an artistic blending with fresh cut flowers, arrangements created with this combination can literally make lasting impressions.

Floral design by Beata Kaas, EMC



Floral design and photography
by John Regan, M.F.A., Ph.D.



Floral design by Maureen Christmas, AIFD, EMC
Photo by Golden Aura Photography



Floral design by Sue Tabbal-Yamaguchi, AIFD, EMC
Photo by Brandon Yamaguchi



Floral design by Susanne Law, AIFD, EMC



TROPICAL NOUVEAU

How many of us remember being told that we must design with either temperate or tropical flowers but never a combination of both? Recently, renegade designers who create Tropical Nouveau expressions – the mixing of tropical and temperate flowers in designs – have entered the mainstream design world. Thanks to **Hitomi Gilliam, AIFD**, owner of **Design 358** in British Columbia, Canada, who is credited for coining the phrase Tropical Nouveau, this new floral art category is catching on fire. This school of thought now gives permission to floral designers to harmoniously blend distinctive flowers together to highlight contrasting textures, colors and botanical characteristics. Tropical Nouveau allows florists to push the limits of designing on the edge of creativity.



Floral design by Lea Romanowski, AIFD, CAFA, CAFD

Floral design by Beata Kaas, EMC
Photo by RYANNE HOLLIES PHOTOGRAPHY



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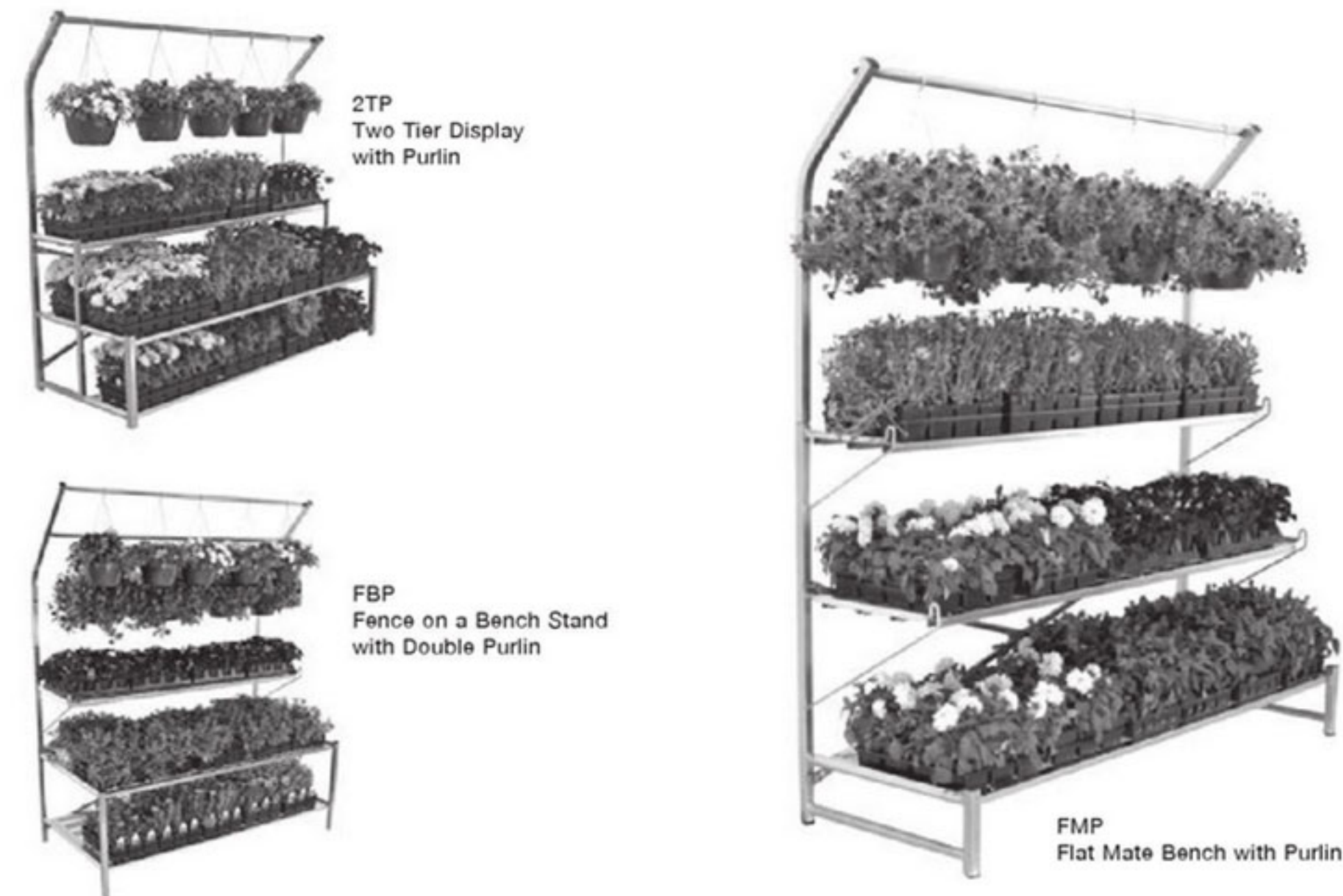
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(this image and below)
Floral design and photography
by Brenna Quan, AIFD



Read more about creative combinations at
floristsreview.com



See more online:

<https://qrs.ly/t7b37oy>



BLAZING THEIR OWN TRAILS

How three florists have found creative ways to leverage and expand their businesses.

By **Kat Castagnoli, AIFD, CCF**

Most florists who are looking to grow their businesses tend to follow the same path. They team up with an event planner they like or have worked with before, or they get on the vendor list of local venues, hotels or restaurants.

But how do floral designers truly differentiate themselves in a sea of preferred vendors? And are there other, more creative ways to leverage flowers that reap multiple benefits – for both the clients and the florists?

For designers like **Mandy Majerik, AIFD, PFCI**; **Shawna Yamamoto**; and **Robbin Yelverton, AIFD, AAF, PFCI, CF**, the answer is a resounding yes! From boutique furniture rentals to custom-fabricated props to corporate partnerships, these florists have learned through perseverance, ingenuity, trial and error, and a ton of good old-fashioned hard work that the pain of blazing a new path is entirely worth the end result.

prop and furniture rentals

HotHouse Design Studio, in Birmingham, Ala., was already a floral powerhouse, headed by the uber-talented Majerik, when the requests to expand the company's wedding collection started pouring in. "Weddings weren't just cake and punch anymore," Majerik recalls. "Brides were searching for unique columns, containers, specialty cake tables and, then, lounge furnishings and bar facades."

While Majerik prided HotHouse on its already unique inventory, she realized there was a market for a boutique rental company, which is how **PropHouse Rentals + Styling** was born in 2016. "I realized that because I had an already-established floral company in the wedding market, people

One of HotHouse's bridal Styling Kits.
Photo courtesy of HotHouse Design Studio