

# SLOW FLOWERS

## *Journal*

The Best of Slow Flowers from the pages of Florists' Review



VOLUME I

BY DEBRA PRINZING



When you buy local flowers gathered into a seasonal bouquet, you're supporting family farms and enriching your community's ties to sustainable agriculture.



Just-picked local flowers are incredibly fresh. The petal color is more vivid; the floral varieties are more diverse. Each floral harvest speaks to the seasonal cycle of nature in your garden, meadow or farm.

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The best of Slow Flowers Journal from the pages of Florists' Review (2017-2019)

BY DEBRA PRINZING

Wildflower.Media

*Slow Flowers*  
SOCIETY

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# MANIFESTO



The inspiration for Slow Flowers begins in gardens, meadows, orchards and fields, where the timeless act of cutting or harvesting botanicals season by season is part of the natural cycle of a year. For millennia, humans have picked flowers, foliage and branches from nature to use in the domestic environment for décor and display. Flowers, herbs and leaves have played an equally important role in cultural and spiritual practices for many people and traditions. They have been ever-present in the history of humankind, symbolizing the essence of life.

As the industrial age reshaped modern life, commerce formed around flowers, reducing many floral crops into commodities that are produced, sold and used with little regard to the environmental and human costs. This has resulted in a floral industry largely based on high-volume, low-cost production, greatly devaluing flowers to the point where it has been quite challenging to make a living wage as a flower farmer in the U.S.

For various reasons, be it economic, trade or government policy, the floral industry since the early 1990s has undergone a major shift in the way flowers are grown and marketed. Slow Flowers began in the U.S., where 80 percent of cut flowers sold are imported from other countries and continents. The Slow Flowers Movement recognizes that this is not sustainable for people or for the planet, particularly when flowers are often considered a luxury. Slow Flowers believes that it is impossible to support the continued production and consumption of a perishable product that devours so many valuable resources (jet fuel, packaging material, water, to name a few), especially when there is a fresh and beautiful domestic alternative.

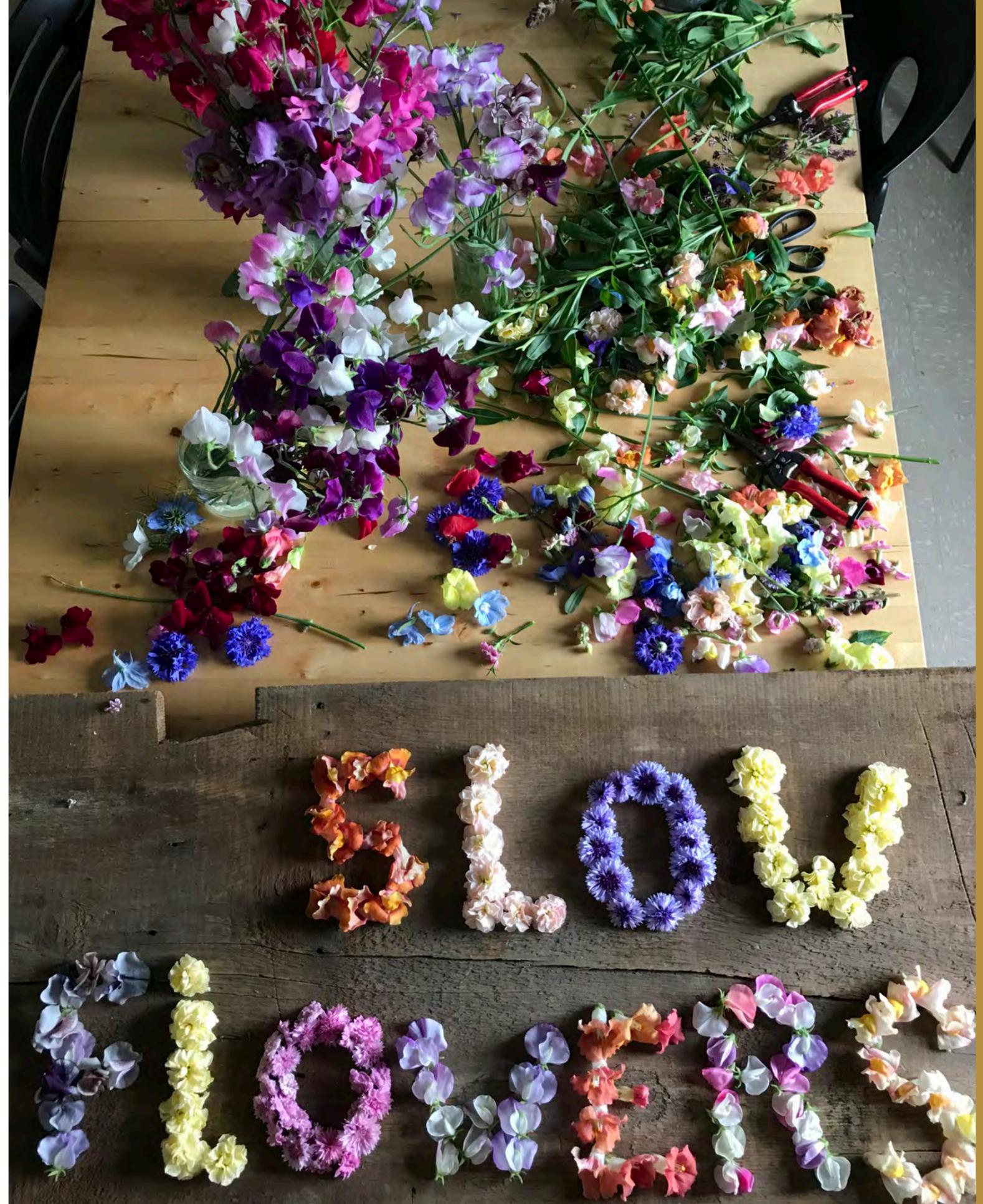
Slow Flowers is a response to the dramatic changes of the past 25 years. It recognizes that most humans are disconnected from fragrant garden flowers and small-scale flower farming. It aspires to take back the act of flower growing and recognize it as a relevant and respected branch of agriculture.

Slow Flowers aims to reconnect flower consumers and professionals in the floral industry with the source of their flowers. We believe that when the marketplace uses transparent origin labeling of all botanical varieties, it elevates the value of local, seasonal and sustainably-grown florals.

Slow Flowers commits to the following practices:

- To recognize and respect the seasons by celebrating and designing with flowers when they naturally bloom.
- To reduce the transportation footprint of the flowers and foliage consumed in the marketplace by sourcing as locally as possible.
- To support flower farmers small and large by crediting them when possible through proper labeling at the wholesale and consumer level.
- To encourage sustainable and organic farming practices that respect people and the environment.
- To eliminate waste and the use of chemical products in the floral industry.

The Slow Flowers Movement puts a priority on sourcing domestic flowers. In a way, this also means that we are redefining beauty.



Hillary Alger



# FROM FIELD TO VASE

*The mission of Slow Flowers is to inspire the floral industry and its consumers to embrace local, seasonal and sustainable flowers. To some, our goals may be lofty. But without a dream that makes us reach for the stars, how can change ever occur?*

### THE SLOW FLOWERS MOVEMENT HAS TWO KEY GOALS:

To change the flower sourcing practices of consumers and professionals through outreach and education that highlights the benefits of local, seasonal and domestic floriculture.

To build a movement that promotes cultivation and sales of local, seasonal and sustainable flowers, while nurturing authentic connections between consumers, farmers and florists.

*S*low Flowers gives a name and terminology to what was once considered a “fringe” or less-than-mainstream category in the floral marketplace. By presenting stories that put a face on and give voice to domestic flower farmers, while helping professional florists leverage their connections with domestic, locally-grown and seasonal flowers and foliage, Slow Flowers has evolved into an accepted and relevant floral industry niche. It’s now considered a viable branding and business option for professionals in the floral marketplace.

In 2017, Slow Flowers partnered with Wildflower Media’s publisher Travis Rigby to bring a new point of view to Florists’ Review, the venerable industry periodical, debuting the Slow Flowers Journal section. The partnership with Florists’ Review has been valuable, providing a forum for beautiful and inspiring editorial content, month after month. It also led to this project, Slow Flowers Journal, Volume One, which features the “best of” from our editorial articles and images that originally appeared in Florists’ Review from 2017-2019. We’ve added lots of new stories, interviews and photography to enhance the core content, as well.

One of the most rewarding results of building the Slow Flowers Community is that our members become our brand ambassadors and our spokespersons across North America, in their own communities and regions and through their own channels. That

multiplying effect of a passionate “Tribe” is priceless and impossible to measure accurately.

Clearly, in less than one decade, there has been an increased awareness of the term Slow Flowers and what it defines. Wikipedia has published an entry about Slow Flowers, acknowledging that “Slow Flowers encourages consumers to support their local economy and consciously purchase cut flowers grown locally, seasonally and ethically in the United States...” During the past five years since we began to measure use of the hash-tag #slowflowers on Keyhole.co, an independent tracking service, the term has generated nearly 196 million social media impressions.

Metrics are one thing. Human connections are another measure entirely. In these pages, I hope you will discover the heart of the Slow Flowers Movement. It’s not just about experiencing the sensory pleasures that an heirloom, artisan-grown and artfully arranged flower provides. It’s about the stories of individuals motivated by passion, creativity, ethical values and their own aspirations to change the status quo.

Here, in these pages, you will meet and be inspired by both the blooms and the people who grow and design with them. And I believe you will never again hold a bouquet of flowers in your arms without considering the Slow Flowers practitioners who brought that seed to life, simply for your enjoyment.

Missy Palacci



SECTION I

# SLOW FLOWERS

## *Heroes*

Five women who nurture  
meaningful connections  
between their customers  
and flowers.

Petals by the Shore workshop taught by Kelly Shore (far  
right) at Wollam Gardens in Jeffersonston, Virginia.

“I am able to feel even more enriched by the beauty of a floral creation when I know that it has a low carbon footprint.”

# TOBEY NELSON

Tobey Nelson Events + Design  
Langley, Washington

Tobey Nelson's childhood with “eco-hippy parents” together with a first career in organic gardening and landscape design led to her past eight years as a sustainably-focused wedding and event designer.

“Having a lifetime of values about sustainability and organic gardening, it just felt really natural to me to bring that into floral,” she says of her professional evolution.

“My overarching commitment for everything I do falls under the umbrella of sustainable floristry,” she explains. “I first source sustainable and locally-grown flowers and I make sure that I work without floral foam in my designs.”

Tobey's adherence to green practices reflects the place she calls home: Whidbey Island, a bucolic island in Washington's Puget Sound, located about 30 miles north of Seattle -- via a short ferry ride. Whidbey is a favorite for destination weddings and an emerging hub for locally-grown flowers with several boutique cut flower farms. Tobey Nelson Events & Design specializes in all-local sourcing for couples who value everything from seasonal flowers to slow food and local wine.

It comes natural to Tobey to design an ambitious, large-scale botanical sculpture or suspended floral chandelier for a client's ceremony or special event using smart, eco-friendly installation techniques. “It's important to find the mechanics that match the

design intention,” she maintains. “Sometimes florists have to be engineers and very much ‘MacGyver’ things. I want to encourage other designers to think through their design choices and choose the best solutions for the end goal.”

Through her Whidbey Flower Workshop series, hosted each spring for an instruction-packed two days, Tobey strives to demystify foam-free design and inspire others to elevate their work with new techniques.

From commonly used techniques to site-specific challenges, over time, Tobey has identified riggings, hardware, hidden water sources and attachments that are recyclable, reusable and compostable. “As I study with and alongside florists from the world over, I see why they value the floral tools and supports that they do. Many florists feel that eco-friendly techniques are only appropriate for gardenesque styles, but I've played around with a variety of mechanics and feel that there are natural options even for fairly precise designers.

“The type of mechanic you use, and the sort of design you make, present continuing opportunities to make a choice away from the convenience-lifestyle products that are not great for the environment. For me, this choice and the time it takes to produce it, is worthwhile. I am able to feel even more enriched by the beauty of a floral creation when I know that it has a low carbon footprint.”

TOBEY NELSON EVENTS + DESIGN | TOBEYNELSON.COM | @TOBEYNELSONEVENTS

# WHIT MCCLURE

Whit Hazen  
Los Angeles, California

**W**hit McClure's aesthetic is whimsical, bold and seasonally-inspired. Owner of Los Angeles-based Whit Hazen, a floral design studio, she often mixes more common botanical elements with those that are unexpected and quirky, with elegant results.

Whit's education in flower farming and floral design is rooted in connections she made through food justice and the local culinary community in Washington, D.C., where she landed after studying sociology at the University of Louisville.

Whit has charted a personal path, drawn from influences outside of the mainstream. She worked on a farm in Maine and for a Washington, D.C.-based non-profit, where she taught others how to create and maintain community gardens, inspiring people of all ages and walks of life to grow their own food.

Eventually she found floral design as the perfect vehicle for working with plants, crafting beauty, and collaborating with others, while remaining committed to social justice causes. Ever inspired by nature's abundant beauty and driven to respect and protect its resources, Whit Hazen is motivated to create more beauty in the world for others.

Her flower-filled life was awakened through a freelance gig working for Sidra Forman, a chef and floral designer in Washington, D.C. "Even though Sidra's style is more classic than mine, I was drawn to the fact that she made it a priority to design with local

products and never use flower foam," Whit says. "At the time, I was asking questions about where flowers are sourced. I found it interesting that there had been such a large movement in the last decade around local foods, but it hadn't shifted to flowers as much."

After moving to Los Angeles in 2015, Whit began working with Felisa Funes, owner of Of the Flowers. "From her, I've drawn understanding around recreating things that are in nature and how to manipulate flowers in a different way."

With a penchant for visually arresting floral palettes -- coral pink and buttercup yellow; lavender and orange; red and caramel -- she is also clearly influenced by graphic design and the "funky color combinations" of Southern California architecture.

Whit's personal project, "Petals and Politics," is expressed through her Instagram feed. She uses floral messages as a social justice platform, drawing attention to causes and issues through her art. "It's important that I can merge my passions of art, flowers and politics," Whit explains. "I often think about how flowers bring so much joy to people's lives; and yet, there's still so much work to be done in order that more people can experience that joy (like access to economic opportunity, education or healthcare). I create beauty, while at the same time I express my strong opinions, using my voice and resources to speak truth to power. My hope is that my artwork encourages others to do more of both in their lives."

WHIT MCCLURE | WHITHAZEN.COM | @WHIT\_HAZEN

"I create beauty, while at the same time I express my strong opinions, using my voice and resources to speak truth to power."

Brittany Kalaj Margulieux



“Supporting local and American grown flowers and the relationships cultivated between farmers and floral designers has changed my world.”

# KELLY SHORE

Petals by the Shore  
Olney, Maryland

*T*he desire to reflect the changing seasons of her region through flowers started when Kelly Shore began shopping at her local farmers' market several years ago. She was enchanted by the unique, fresh, just-picked flowers on offer and struck up friendships with the vendors, becoming a regular customer at the Olney Farmers & Artists Market, located in Olney, Maryland.

Having started her career at the University of Illinois Urbana-Champaign campus flower shop in 2000, Kelly later worked in retail and freelanced as a wedding and event floral designer, while her boyfriend (now husband, Joe Shore) was deployed in Iraq.

Kelly and Joe moved to the Washington, D.C., area in 2010, where she expected to put her Education M.A. to work as a teacher. But classroom positions were hard to find, so she returned to floristry, not realizing it would become her lifelong profession. “I had written off floral design; I didn't have my license and all my supplies were still in storage,” Kelly admits. Yet when a friend asked her to design her wedding arrangements, Kelly's floral future was cemented.

Petals by the Shore serves wedding clients in Maryland, Washington, D.C., Virginia and Pennsylvania. Hungry for fresh botanicals unique to the region, Kelly wasn't likely to purchase flowers that she hadn't first personally inspected. “But I've grown in my trust working so closely with flower farmers over the years.”

“At first, I thought I could just buy flowers from them and a few other local growers at the farmers' market;

I didn't know I could actually go to their farms,” Kelly recalls.

Through these relationships, Kelly began to realize the incredible diversity of product available within minutes from her studio. “The new floral movement - especially the one embracing local and American grown flowers and the relationships cultivated between the farmers and the floral designers - has changed my world,” she says.

And while many shops, studios and designers source locally at the peak of season, when ephemeral or heirloom varieties are easier to find than during January or February, Kelly suspected there was a way to be local in all four seasons.

It was after learning more about the Slow Flowers Movement, that Kelly asked herself: “What would happen if I made a bouquet in every season on someone's farm?”

The idea for her four-season project germinated for a few years until she mentioned it to Katie MacGregor of Rose Gold Events & Styling, a friend and local wedding planner. Together the women worked with other area creatives and began the concept photo series during December 2015.

Kelly's “year in flowers” reinforced her passion for using locally-grown flowers whenever possible. For this inventive designer, it was all about the botanicals, but also all about the relationships she found with farmers, as they developed a mutual respect for what each other contributed to the final design.

# BETANY COFFLAND

Chloris Floral  
Petaluma, California



Opera singer Betany Coffland blends her passion for classical music with her highly personal approach to floral art, expressed through Chloris Floral, her musically-inspired design studio.

Betany's vocal training at Julliard School of Music and the New England Conservatory was followed by a successful career performing with several opera companies, including Opera San Jose. But travel and a rigorous performance schedule took a toll on her personal life and by 2013, Betany was ready for a breather. "I decided to put a hold on singing for a little while and I started volunteering on an organic flower farm in Sonoma County," she explains. "Very quickly, I fell completely in love with flowers, particularly local flowers."

Experiencing design from a growers' perspective was exhilarating, and Betany soon transitioned from volunteer to partner in the business for two seasons. In early 2015 she opened her Petaluma, Calif.-based design studio, naming it Chloris Floral after the Greek goddess of flowers and the heroine of her favorite French art song, A Chloris, by Reynaldo Hahn.

By then, Betany had concluded that juggling flower farming with floral design was more than she wanted to undertake.

Thanks to North San Francisco Bay's burgeoning artisanal flower farming community, Betany

approached a few farmer friends and proposed an arrangement that allowed her to harvest their flowers for her bouquet subscription business and her wedding commissions.

Betany has gradually returned to opera, although she is more selective about signing onto performances and venues, staying (mostly) closer to home. And she has begun to feel a freedom in expressing her dual passions, often collaborating with photographer Paige Green.

Their first collaboration produced portraits for the Chloris web site. "That portrait session was like \$10,000 worth of therapy," she confides. "A shift happened, and I realized I could be an opera-singing florist. Within a month, the idea of a series of musically-inspired bouquets came to me. It wasn't until I really accepted that I have two artistic identities that they began to meld together."

Betany has since created pieces to reflect opera, classical music, movie soundtracks and jazz. It's no surprise that music is always playing in the Chloris Floral studio. "I listen to it over and over again while I'm making an arrangement for a specific piece. I know it sounds crazy -- but the flowers so often know what they want to do. For me, the music takes over and it just flows. Design just happens then."

CHLORIS FLORAL | CHLORISFLORAL.COM | @CHLORISFLORAL

Paige Green



"For me, the music takes over and it just flows. Design just happens then."

“When I can find a little something special from my garden, I know I have put my heart into an arrangement or bouquet.”



# HOLLY CHAPPLE

Holly Heider Chapple Flowers  
Leesburg, Virginia

As a child, Holly Heider Chapple helped her parents grow, tend to and sell plants at their Virginia nursery. As an established wedding and event designer; the founder of Chapel Designers, an international network of florists and event designers; a sought-after educator; and an entrepreneurial product developer, she continues to believe that “the answer is always in the garden.” Holly frequently utters this favorite saying during the intense hours when she’s producing a wedding (or weddings) in her studio. “When I can find a little something special from my garden, I know I have put my heart into an arrangement or bouquet.”

Holly is a passionate educator who teaches around the globe and via Hope Flower Farm Online School. She is an innovator whose floral arranging mechanics (the two most popular of which are referred to as the “Holly Egg” and the “Holly Pillow”) are produced in partnership with Syndicate Sales, products that have redefined design techniques for professionals and DIY florists alike.

In 2015, Hope Flower Farm came into Holly and her husband Evan Chapple’s hands when they took a leap of faith and purchased a 25-acre dairy farm just a few miles from where they live and have raised seven children and where her studio is based.

Hope Flower Farm fulfilled Holly’s long-held dream to own a place to teach, gather fellow flower lovers, host events, support other artists, and stimulate tourism in her community.

The buildings were a bit worn, no longer occupied by cows or hay, but Holly envisioned exactly how the farm could be transformed. She and Evan named their old-new acquisition Hope Flower Farm in honor of the family that once farmed there, and immediately began breathing new life into the barns, outbuildings and houses dotting the idyllic landscape. The property has evolved into full-scale specialty cut flower operation, allowing the designer to add her “Holly-ish” touch to the studio’s standing orders of local and domestic flowers from favorite wholesalers and suppliers.

The purchase of Hope Flower Farm reflects the values Holly and Evan share: hospitality, creativity, and community. “Within fifteen days of closing, we hosted our first Chapel Designers workshop,” Holly recalls. “When we got the big barn ready, we were painting tables that Evan had built the day before people came. We served lunch from the tiny kitchen in the Manor House.”

In 2016, Flowerstock debuted as a three-day floral festival inspired by Holly’s desire to host an end-of-wedding-season retreat for her Chapel Designers members and other flower enthusiasts. Complete with renowned guest designers, creative floral and writing sessions, “glamping” tents in the meadow, late-night campfires, farm-to-table menu options, live music and dancing, *Flowerstock* says Holly, “brings people together with flowers.” She adds: “Seeing everyone enjoy themselves gives me so much in return. I want to show people that flowers are an important part of tourism, something that beckons people to a community.”

SECTION 2

# THE FLORIST *Farmer*

Rooting a floral design business in the garden, meadow or farm.

Two Little Buds' design studio in Hamilton, Ohio.

Cassandra Zetta



There's a burgeoning "farmer-florist" phenomenon, well documented on Instagram and across social media channels, with images from cottage-industry flower farms stimulating entirely new generations to grow and design in the naturalistic style.

Flower farmers picking up design skills is one thing. What's new is the proliferation of floral artists drawn into growing some or all of their botanical ingredients.

This shift is exciting.

“This farm has allowed us to be a consistent source of flowers throughout the year--not just during July through October.”



Jaclyn Simpson Photography

## FIELD + FLORIST

HEIDI JOYNT + MOLLY KOBELT

Chicago, Illinois (retail shop)  
Three Oaks, Michigan (flower farm)



Heidi Joynt and Molly Kobelt are flower farmers who grow everything from spring anemones to lavish, late-summer dahlias. They are also in-demand wedding designers known for bouquets filled with texture, movement and a lovely balance between positive and negative space. And as of 2017, they are the proprietors of Field & Florist, a Chicago retail flower shop.

The women teamed up in 2014, after Heidi, who has a background in food production and education, solo-farmed her flowers for a few years. Heidi and Molly credit some of their success to finding the right locations to farm and sell seasonal blooms. In 2016, the duo relocated their farm to a 30-acre former

Jaclyn Simpson Photography

wholesale nursery in Three Oaks, Michigan, whose owner was eager to put the long-dormant land into production again. The farm is located about 75 miles from Chicago, near the shores of Lake Michigan. Two acres are now dedicated to cut flowers.

*“This farm has allowed us to be a consistent source of flowers throughout the year -- not just during July through October,” Heidi says.*

One year after moving the farm, an acquaintance invited Field & Florist to move into the newly-renovated “garden level” of a restored Victorian-era apartment building in Chicago. It offered just what Heidi and Molly needed: an expanded design and production studio and a large walk-in cooler. The bonus: a charming, street-level storefront, ideal for Field & Florist’s new 500-square-foot retail shop.

not uncommon for florists to stop by over the weekend to pick up more flowers for last-minute or emergency needs. “We’re making more sales and that’s helped us waste less,” Heidi adds.

Field & Florist has grown its wholesale business significantly, up from supplying 20 florists in 2014 to more than 60 customers today. Florists from Michigan, Indiana and Illinois contact Field & Florist with requests to buy wholesale. Heidi and Molly dismiss the inevitable question about the awkwardness of selling to other florists, those who ostensibly could be considered competitors.

“There is a very collaborative floral community in Chicago and we know there’s enough work to go around. Everyone has their own aesthetic, so we haven’t found that to be an issue,” Molly says.



Markie Jones Photography

## FARM, FARE + FLORAL

Countryside Floral & Garden: [countrysidefloral.com](http://countrysidefloral.com)  
@countrysidefloralandgarden



For Jon Robert Throne, owner of two flower shops in the Seattle area, the need to connect with the soil began with a Michigan childhood when he grew tomatoes and a flower garden. As the owner of Countryside Floral & Garden in Issaquah, Washington, and The Royal Bee in nearby Covington, Washington, Jon has taken a new path from the shop, to the field, and back to the shop.

Yet being a gentleman farmer is helping Jon’s brand. He is particularly gifted at growing dahlias, the Instagram-worthy bloom that flourishes across much of the Pacific Northwest. “At first, my designers did not want to tell customers these flowers were from my farm,” he recalls. “But as we’ve gotten into it, now they say, ‘Oh, these dahlias are from Jon’s farm.’ We want the uniqueness; we don’t want to look like everybody else.”

Seasonal annuals, perennials and foliage for both shops are grown at Farm, Fare & Floral, a five-acre farm complete with a 1930s stone farmhouse located south of Seattle, which Jon and his partner purchased four years ago, calling it “A Gentlemen Farm.”

Jon estimates that his dahlias alone generate \$24,000 in retail sales each season. He grows a diverse lineup of flowers: Sunflowers, ninebark, sages and other herbs, peonies, echinacea, phlox, artichokes, cosmos, ornamental corn, plus pumpkins and gourds for harvest decor. Even the cabbage and Swiss chard make their way into arrangements.

Today, in addition to tidy rows of field flowers, the farm is home to two greenhouses, a huge vegetable patch to supply on-site events, as well as cows, ducks, chickens, turkeys and bee hives. There are plans to turn an eight-stall stable into an event barn in the future.

While it’s been suggested that he wholesale his flowers, Jon thinks otherwise. “If I’m going to grow flowers, I plan only to supply my own stores.” Clearly, there is more profit margin in this vertical business strategy.

*“This was not a strategic move,” Jon confides. “I just knew that I wanted buy dirt because I can grow. I’ve been gardening since I was five years old.”*



Jaclyn Simpson Photography



“It’s a bright, neutral space -- so while small, it doesn’t feel cluttered,” Heidi says. “While our flowers continue to be loosely structured and have a lot of movement, everything around the flowers is really clean and minimal, so there’s a gallery feeling.”

The studio-shop is located near Chicago’s other wholesale floral outlets, making it convenient “for our florists who buy wholesale from us,” Molly says. It’s

Adds Heidi: “This business is such a huge part of our lives. We want it to be a good thing for the floral community, so we take great care to get to know other florists in the city, and we respect their work. Really beautiful flowers bring people together. Everyone wants the best flowers for their designs, so we feel there’s a sense of appreciation for the flowers we grow.”

FIELD + FLORIST | [FIELDANDFLORIST.COM](http://FIELDANDFLORIST.COM) | @FIELDANDFLORIST



Cassandra Zetta

## TWO LITTLE BUDS

Two Little Buds: [twolittlebuds.com](http://twolittlebuds.com), [@twolittlebuds](https://www.instagram.com/twolittlebuds)



Founded in 2004, Two Little Buds is owned by daughter Mindy Staton and mother Alice Francis, which began as a wedding and event floral studio working out of Alice's greenhouse. They later ran a full-service retail flower shop in Hamilton, Ohio, closing after 11 years to transition in 2018 to a new, hybrid "farmer-florist" model. The Two Little Buds' brand now reflects the women's love of farm-fresh, local product and showcases the best botanical choices that each season has to offer.

Mindy and Alice expanded to flower farming in 2016, with the establishment of Morning Sun Flower Farm. The farm was born as Mindy sought balance and a business format change. She convinced her husband Josh Staton to devote a small portion of their 40-acre Ohio farm to flowers (much of their acreage is leased to commodity crop farmers growing soy and corn).

"Now, our farm feeds our wedding business," Mindy explains. "We also offer CSA (community-supported agriculture) flower subscriptions and hold farm-to-vase dinners and workshops three times a year." Prior to growing their own flowers, Alice and Mindy

women sourced from three wholesalers in the Cincinnati area. "For the first nine years, we were using imported flowers," Mindy recalls.

The shift to growing unique annuals and perennials was also customer-driven, she maintains. "Brides were asking us for fresh, local, natural, organic, wild-looking flowers with a loose and airy aesthetic. We couldn't offer them what they saw on Pinterest or in magazines. Everything looked so different from what we could purchase at our local wholesalers."

Today, the bountiful and beautiful flowers from Morning Sun Flower Farm give Two Little Buds a distinct way to differentiate their brand in the marketplace -- from spring's foxgloves, sweet peas and poppies; to summer's sunflowers, larkspur, delphinium, bachelor's buttons, snapdragons, and dahlias; to autumn's heirloom chrysanthemums.

"I think this new venture that Mom and I have embarked on is more meaningful to us," Mindy says. "We are still working just as hard as the old model, but there's a sense of purpose. We're not just re-selling flowers."



Anna Hedges

## CLARA'S GARDEN

Clara's Garden: [clarasgardenia.com](http://clarasgardenia.com), [@clarasgardenmepo](https://www.instagram.com/clarasgardenmepo)



In Mediapolis, Iowa, located in the southeast part of the state, Clara's Garden is a full-service florist and member of the Teleflora network. Founded by Meredith Hinson in 2000, Clara's Garden was inspired by Meredith's grandmother, Clara Reif Yohe, who was known for her backyard garden filled with roses, Iowa perennials and clusters of wildflowers.

The 500-square-foot retail shop and design studio is known for unique gift and vintage items, and serves a vibrant community with everyday and ceremony flowers.

Daughter Jen Hinson, a former middle school teacher, was raised in and around her family garden. The two have worked together since 2005. That collaboration expanded in 2016 to planting more cut flowers. "It's more like a really big garden, but, sure, I call it a 'farm,'" Jen jokes. "We have gradually added a little bit more every year -- dahlias, amaranth, cosmos, zinnias, lisianthus and sunflowers," she says. "We're hoping to add an area just to grow roses. I love roses and I'm good at growing them."

Jen collects wild roses and cuttings from native Iowa Buck roses, which are particularly suitable to their USDA Zone 5A climate.

Inspiration from other farmer-florists they have met prompted a shift in how Jen and her mother design. "We began to use a lot of our own foliage for weddings. And we love the 'weird stuff,' by which I do not mean carnations. We figured out that it was going to be cheaper if we grew that weird stuff ourselves," Jen says of the annuals, herbs and flowering shrubs she now tends to, often after a full day of design work. "You can find me farming after I get home from the shop and after weddings on the weekend," she admits.

Access to a diverse palette of flowers has influenced the aesthetic of Clara's Garden bouquets and arrangements, Meredith explains. "We have an unique style and I think our competitors are more traditional. Jen's designs are avant-garde, but she uses old-fashioned flowers."



“It’s so rewarding to bring customers to the farm where they can actually see how flowers are grown.”

# DAHLIA MAY FLOWER FARM

MELANIE HARRINGTON

Trenton, Ontario, Canada



In 2014, Melanie Harrington established Dahlia May Flower Farm on land where her late father once raised vegetables to sell at the local farmers’ market. The closest city is Trenton, population 50,000; Toronto and Ottawa are at least two hours away in either direction. “We are off the beaten track,” she acknowledges.

Melanie specializes in growing romantic and fragrant, often heirloom, varieties of flowers. She originally harvested her bespoke flowers to use for wedding design commissions. But the business began to shift to mostly retail sales with the addition of an adorable barn-red farm stand, built in 2017, where Dahlia May Flower Market operates three days per week from February through December.

“There are so many things you can’t control at a farmers’ market,” Melanie explains. “So I thought: ‘bring the customer to us!’ We’re giving them a flower shop experience. We take credit cards, so people can pay electronically. We offer full service, so it’s always staffed.”

Melanie considers her Instagram feed her best marketing tool. “Customers now know we’ll post what is available that way. We also use Instagram stories to share short videos and sneak peeks of what is for

sale at the Flower Market. It really creates a bit of excitement and hype.”

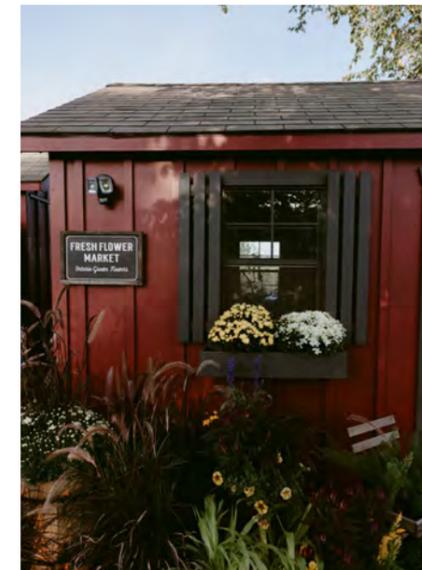
The Flower Market sells only Ontario-grown flowers, the majority of which are grown on-site, including cut flowers bunches, mixed bouquets, single stem options and seasonal vegetable seedlings. “We normally stock \$30 mixed bouquets and \$45 hand-tied bouquets. We

also try to have lots of buckets of single stems to make the flowers accessible because not everyone can spend \$50 at a flower shop every week. When we’re able, we throw a flash sale, such as a bunch of tulips for \$10, so even more people can enjoy our flowers.”

Melanie says she started Dahlia May Flower Farm to grow flowers for her own designs. “But that idea has turned into me running a flower shop.

“It’s so rewarding to bring customers to the farm where they can actually see how flowers are grown. During Mother’s Day, for example, shoppers

saw tulips growing in all of the beds here at the farm; they walked through the greenhouses and saw even more tulips inside. It gives customers one more point of connection when they meet a real person who grows a real flower. It helps them value our flowers and know how special they are.”



BKH Photo

DAHLIA MAY FLOWER FARM | DAHLIAMAYFLOWERFARM.COM | @DAHLIAMAYFLOWERFARM

# PEPPERHARROW FARM | LARK + HARROW

JENNIFER + ADAM O'NEAL

Winterset, Iowa



Jennifer and Adam O'Neal established PepperHarrow Farm in 2011 when they moved to Winterset, Iowa. Situated on 20 acres, PepperHarrow Farm is everything you'd want in a homestead, with a charming farmhouse, expansive fields, several useful outbuildings, access to "town" and to the city of Des Moines. It also means the farm is handy for those attending workshops or wedding consultations at the bucolic destination.

Adam is originally from south Louisiana and spent his childhood days playing in his backyard, the swamps of a nature reserve. He is devoted to sustainable flower farming and he has a designer's mindset when selecting which flowers to grow.



Andraya Stender

Iowa native Jennifer is a lifelong gardener who also inherited her grandmother's love of flowers. "I always wanted to do floral design," she says, recalling how as a girl she helped her grandmother with arrangements to compete in the county fair. "I just didn't realize I would be able to make any real money from doing floral design. Yet, as we sold our flowers at farmers' markets, we started being approached very early on with requests to design for a baby shower or a bridal shower -- and then weddings."

In 2019, PepperHarrow Farm launched a sister business, Lark and Harrow, which serves as the wedding and event floral studio run by Jennifer.

"PepperHarrow has a lot of name recognition in the marketplace," she explains. "We wanted to differentiate the design studio and rebrand it as independent from the growing side of our flower farm."

By separating out their design services, the O'Neals also want to debunk an assumption that the farm's floral designs should be inexpensive since they grow the flowers. "Establishing Lark and Harrow is another way to be able to charge what we're worth as floral designers," Jennifer points out. "Our aesthetic is garden-style, garden-inspired. When I use flowers that we grow in my floral designs, it gives the arrangement or bouquet more of a whimsical look."

Because they collaborate on both ventures, Jennifer and Adam can easily shift between roles, from "farmer" to "floral designer" and back. Their artistry influences all of the farm's activities, from creating recipes for farmers' market and grocery bouquets to producing PepperHarrow workshops and events.

Adam plans and schedules the coming season's floral crops through a designer's lens. "I know what colors I grow in the spring and what I'm choosing for summertime, as well as what's selected for fall harvest," he explains. "So I choose seed and grow color for the season. I try to grow varieties and colors that I want to see together. And it just kind of comes together in the studio."

PEPPERHARROW FARM | PEPPERHARROWFARM.COM | @PEPPERHARROW\_ | @LARKANDHARROW



"When I use flowers that we grow in my floral designs, it gives the arrangement or bouquet more of a whimsical look."

Sugar Hill Photography

# BLOOM FLORAL DESIGN

JENNIFER HAF

Charlevoix, Michigan



After several years living in Colorado and working as a teacher there, Michigan native Jennifer Haf returned to her home state, married her Michigan State University sweetheart and settled in Charlevoix, a hamlet on the shores of Lake Michigan, near where her family spent summers. They bought a farmhouse with a small piece of land and Jennifer began growing vegetables to can and preserve and planted zinnias, sunflowers and snapdragons to fill hers and neighbors' vases. "We wanted a lifestyle that wasn't necessarily in the suburbs or in the city. We wanted something quieter and simpler -- close to the outdoors and where we could raise our daughter."



Michiganites refer to this area as "up north." Its proximity to both beaches and countryside have made Charlevoix and neighboring communities popular for vacationers from Chicago and Detroit. Eleven years ago, Jennifer set up an *al fresco* flower cart on a street corner in the town's shopping district. "I just put my garden flowers in jars and I'd sell out every weekend -- all from my 40-by-60-foot plot," she says. "People hadn't see that style for a long time. I actually thought I was doing something wrong because I wasn't going to the wholesale house."

The flower cart evolved into a retail shop that Jennifer operated between 2009 and 2013, one that served as her launch pad for a seasonal design studio. "It was

really our incubator and I feel like I was in the right place at the right time. The Internet was growing and the secret was out about our area's beautiful beachside venues, farms, ballrooms and estates on the lake."

As her wedding floral business grew, Jennifer continued to harvest "bits and pieces" from her garden to add to arrangements, but it was clear she couldn't grow enough to supply bigger weddings.

She began connecting with local flower farms to source Michigan-grown blooms, in addition to cutting peonies, roses and clematis from her garden, and, of course, foraging for greenery. In 2017, Bloom returned to retail, operating out of a new, 1,000-square-foot space in a tiny alley in Charlevoix.

A team of three designers and several studio assistants produce flowers for multiple weddings each weekend, from elopements to high-end luxury ceremonies, mostly between May and October. In 2018, Bloom expanded to a second storefront in Petoskey, a neighboring town.

Growing a flower garden inspired Jennifer's entire philosophy, and as she approaches her 10th anniversary, she knows it's Bloom's secret ingredient. "A garden-grown bridal bouquet is from the heart. It's from our land. It's from our hands to their hands -- and that's special."

BLOOM FLORAL DESIGN | BLOOMFLORALDESIGN.COM | @BLOOMFLORALDESIGN

"A garden-grown bridal bouquet is from the heart. It's from our land. It's from our hands to their hands--and that's special."



Ashley Slater Photography



“Here’s simply nothing more satisfying than cutting one flower and putting it in my arrangement and saying ‘yes, that came from my garden.’”

# GLORIA B. COLLINS

GLORIA BATTISTA COLLINS

Montebello, New York



Gloria Battista Collins is an artist and wedding designer based in Rockland County, New York, located about one hour outside of New York City. She lives and gardens on one acre where her potager overflows with more than 50 roses, plus aromatic herbs, unruly vines and prolific perennials. Her floral design business serves mostly wedding and special events clients.

Many of her younger wedding clients are fascinated with garden flowers and enchanted by Gloria’s looser, carefree design aesthetic. They know she only designs with seasonal ingredients.

She often works with brides a year in advance so she can plan the flowers she grows for the season of their ceremony.

Gloria has tended to this tiny patch of paradise for nearly two decades, while raising her children. She originally planted a family vegetable garden, but after launching her design business a decade ago, the tomatoes gave way to flowers.

“Every season has its flower, so in spring, I definitely use tulips and daffodils; later, I have alliums, ferns and spring flowering branches. Then in early summer, we

“It wasn’t until I started going to design classes, seeing that I was working with flowers with no soul – standard imports – that it dawned on me: I should be growing my own flowers,” Gloria says. Frequent trips to Europe also clued her into the possibilities of being a florist-farmer. “In England, people have cutting gardens. They cherish them; they talk about them. People are excited about wedding flowers coming from the cutting garden. And I couldn’t understand why that fascination wasn’t happening in the U.S. I thought, ‘why not be the first one to bring it here?’ It wasn’t until later on, when other florists started talking about (growing flowers) and social media connected me with like-minded people, that I realized I wasn’t alone in this design philosophy.”



Karen Hill Photography

have roses and all my beautiful herbs (they are the perfect green for a bouquet -- plus, they smell delicious). Later come the snapdragons, ammi (Queen Anne’s lace), calendula and anything I raise from seed. By fall, the dahlias fill the garden. I really concentrate on growing unique tidbits and I let the local flower farmers grow the field

flowers – zinnias, bachelor’s buttons, stock.”

Her advice for florists who wish to incorporate their garden flowers? “You don’t have to grow everything. Pick one thing – if it’s rose, clematis, dahlias, just do it. There’s simply nothing more satisfying than cutting one flower and putting it in my arrangement and saying, ‘yes, that came from my garden.’”

GLORIA B. COLLINS | GLORIABCOLLINS.COM | @GLORIABCOLLINS

# CASABLANCA FLORAL

MAURA WHALEN

Seattle, Washington



Maura Whalen began her design studio in 2014, pursuing a lifelong dream of having a business connected with flowers and the natural world. Her love of flowers was inspired by a childhood spent in the glorious upstate New York and Connecticut gardens of her mother and Italian grandmother, Flora, and creating floral arrangements for the family table as a “reward” for her weeding chores.

To this day, she recalls working in a flower shop to pay her way through graduate school as one of the best jobs she ever had. Casablanca Floral is the culmination of these experiences expressing creativity through flowers.

Maura’s studio has flourished, serving residential clients, retailers like Neiman Marcus and Seattle area restaurants and offices.

The Whalen family property, a 12,000-square-foot city lot, “is still a residential garden,” Maura says of her verdant borders that surround the 1903 farmhouse. “I’ve been obsessed with plants forever, unable to say ‘no’ to any cool specimen that catches my eye. Now I only choose plants I’ll be able to use in my arrangements.

“We also have a designated rose garden and an English border along the front of the house where I’m continuously encroaching on the lawn to add more flowers. Luckily, my kids aren’t using that space anymore.”



After years designing out of her children’s play fort and later, a storage shed, Maura recently upgraded her headquarters to a 220-square-foot studio, designed and built by one of her floral clients, Pete Tabor of The Ricochet Lab. Complete with a large double sink, counters, work tables, shelving and ample windows and doors that overlook the heart of her urban garden, the structure is nestled beneath two century-old cedar

trees, but is also light-filled, with a high ceiling and an outdoor deck. “I’m calling it ‘Brooklyn-meets-Paris’ -- it’s a very elegant and beautiful space,” she says.

Operating out of a beautiful backyard studio rather than a storefront keeps Casablanca Floral “close to home and close to the heart,” Maura says. “Locating my studio in the garden was very deliberate. Knowing how I design and create arrangements, I want to amble through my garden and clip that extra something -- a begonia leaf, heuchera foliage, a little vine, a peony bud,” Maura says. **“Everything is super fresh and of the moment. It’s so lovely to find just the right element**

**that I’ve grown myself.”**

The dedicated studio gives Maura a professional space that rivals a European flower shop. She also stages photo shoots and hosts classes for private students here.

Maura believes her garden gives her an edge to “embellish my arrangements with that little extra botanical to round out the design.”

CASABLANCA FLORAL | CASABLANCAFLORAL.COM | @CASABLANCAFLORAL

“It’s so lovely to find just the right element that I’ve grown myself.”



Alessandra Brescia



SECTION 3

# THE BUSINESS OF *Flowers*

Creating a marketplace  
that connects customers  
with local and seasonal  
blooms.

The floral shop at The London Plane,  
Seattle, Washington.



*We're not just making a better flower arrangement, we're building a company we'd all want to buy from, sell to, and work for.*

## FARMGIRL FLOWERS

San Francisco, California  
CHRISTINA STEMBEL



Turning an idea and \$49k savings into a multimillion dollar e-commerce floral business by thinking like an entrepreneur, not like a designer.

*F*armgirl Flowers' founder Christina Stembel is not a typical Silicon Valley start-up darling. She isn't backed by venture capital firms who have ponied up millions of dollars to fund her launch; she doesn't have slick office space where the staff get to play ping-pong or video games after grazing on catered vegan lunches. She drives a hand me down car and lives in a rental house. If all goes to plan, fortune may follow the fame she has received, but for now, there's more grit than glamour in the life of this 41-year-old CEO. With the lofty goal of "transforming the flower industry," Christina started Farmgirl Flowers in the fall of 2010 with \$49,000 of personal savings. The dining room of her small apartment in San Francisco served as headquarters. "I devised a plan to solve the biggest problems I found in the industry," she explains. "First, I wanted to source only domestic flowers. Second, I wanted to only sell beautifully designed flowers, and by reducing consumer choice I was able to reduce budgeted waste from 40% to under 2%."

Farmgirl Flowers' original product line featured one bouquet, either hand-tied and wrapped in burlap (which she created and trademarked) or arranged in a vase. "We delivered by bicycle courier, which was a green practice and easier than cars in San Francisco," she adds. From the beginning, Christina tried to buy farm-direct as often as possible. Totally self-trained as a florist, she developed the Farmgirl "look," which is a bouquet that's loose, lush, leafy and gathered.

FARMGIRL FLOWERS | FARMGIRLFLOWERS.COM | @FARMGIRLFLOWERS

Farmgirl Flowers

Nearly one decade after its founding, Farmgirl is a hot lifestyle brand and its founder a popular tastemaker. Bicycle couriers still deliver thousands of burlap-wrapped bouquets each week to happy local customers, but now there's delivery throughout the contiguous United States. There are numerous copycats (our observation, not Christina's; legal requirements bar her from saying that) and many of those are swimming in venture capital. We caught up with this floral entrepreneur to find out what keeps her motivated and how she continues to stay excited by the business of flowers.

**Q: You've enjoyed extremely fast growth over the course of Farmgirl's life. Can you maintain that pace?**

**A:** I'm very grateful that our company has been so well received, which has allowed us to grow very quickly in spite of a very limited marketing budget. As we fund our growth by re-investing our profit back into the company, cash flow management has become increasingly challenging the bigger we've grown. We manage our growth strategically, this year intentionally slowing it down in order to focus more on profitability. So, the easy answer is yes, but that growth number depends on many more factors than meets the eye - like a limited marketing budget, the need for consistent profitability, and business operational challenges like being able to hire and retain adequate labor, not blowing up the business during peak times, and much more. It's never an easy answer.

**Q: How many employees do you have at Farmgirl?**

**A:** I'm so grateful to have an amazing team. We are now 150 people strong, and are very proud to be providing good jobs that include higher than minimum pay wages, full medical, dental and vision, paid vacation, and retirement with matching contributions. We're also extremely proud of being 100% women owned, 60% female run, and more than 80% diverse.



**Q: Are you profitable?**

**A:** Yes, we have to be profitable in order to pay our team and continue to grow our company. We do run as close to zero in terms of profitability in order to fuel our own growth. I often joke that it's the only similarity we have to Amazon.

**Q: At some point, you saturated the San Francisco market, right? Isn't that why you added national shipping?**

**A:** Yes. I built this company to be a national brand. I didn't start this little flower shop and then just luck out. It was all a conscious plan from the start, however it took longer than planned due to the cost of shipping.

**Q: To what do you ascribe the success or popularity of the Farmgirl Flowers brand?**

**A:** I think it's because we keep

it real - like really keep it real, and not tout a type of "authenticity" that's actually fake. We're not just making a better flower arrangement, we're building a company we'd all want to buy from, sell to, and work for. Everything we do, we do with heart. And I think it shows.

**Q: Back in 2017, you announced to your customers that you were going to begin sourcing flowers from outside the U.S. You posted a letter on your web site called "Our Heart" that explained your decision and what it meant to you and your team, and have since communicated even more of the why behind that decision. What has the response been, and how has the change impacted your company?**

**A:** While we still try to support American farmers with our dollars as much as possible, I also care far less than I used to about what people think about the choices I make for my company. I make the choices I need to ensure we can continue to grow our business. Back in 2017, after a year of only receiving 26% of our confirmed orders from local growers, I made the decision and then communicated it externally to our

customers. To say I was nervous would have been an understatement. Thankfully, the majority of our customers responded in an amazingly supportive way, communicating with us that they understood, respected our decision, and appreciated our honesty and transparency. Of course, there were (and are) a few people, shouting loudly from the cheap seats, judging what they don't know, and I'm sure there will always be those people. The difference between then and now is the power I give them, which is very close to zero now. I focus on the thousands of positive, amazing people who trust us to make the wisest and best decisions we can for our company - and know that we're always taking the needs of our customers, team, suppliers, and environments into account when making those decisions.

**Q: What does future growth look like for Farmgirl Flowers?**

**A:** The only definitive answer to this is that our future will include at least a hundred more pivots along the way. Building a full-scale ecommerce manufacturing company of perishable goods in the U.S. is a momentous feat, and one where I'm constantly learning what works and does not work,

and then needing to work even harder to find an alternate solution. All I know for sure is that we'll work incredibly hard to make sure there is a future for Farmgirl, but how we get there will continue to be a windy road.

**A: What do you wish you had done differently when you started?**

**Q:** Honestly, if I knew then what I know now, I wouldn't start a perishable company at all. That's not a very popular answer, especially in a book about flowers, but it's the truth. What we all do in this industry is hard. Like really hard. That said, I'm so grateful that it's working, even though it's the hardest thing I've ever done, and probably ever will do. I wish early on that I would have had more confidence in myself, trusted my gut more, and cared far less about what those in the cheap seats thought of me.

*We're extremely proud of being 100% women owned, 60% female run, and more than 80% diverse.*

I don't pay myself a typical CEO salary and I work a minimum of a hundred hours a week. I don't remember much about the past nine years except for Farmgirl. All of my life choices are based around Farmgirl needs. And if you asked my family, that would probably be understating it a bit.



## FLOWERS + WEEDS

St. Louis, Missouri  
JESSICA DOUGLASS

*Flowers & Weeds maintains a cutting garden, an everyday floral and plant delivery service, a DIY terrarium and potting station, and a lush, plant-filled retail greenhouse.*

*The business started in 2012 when owner Jessica Douglass began designing wedding flowers, selling terrariums and potting containers as a “side gig” at an antique shop on Cherokee St., in St. Louis’s South City neighborhood. “In 2014, I bought a dilapidated garden center down the street and with a team of friends and co-workers we got to work rehabbing the building,” she explains. In 2016, Sarah Trone, “dream builder extraordinaire,” and Carly Meyer, “tech and graphic design wizard,” joined as partners in Flowers & Weeds.*



Virginia Harold

**SOURCING PRACTICES:** The garden produces blooms from April through October. Foraging and a close relationship with local flower farmers is key! Urban Buds, Flower Hill Farm, Iris Barn and Three Creek Farms are exceptional cut flower resources in our area. Currently, we’re probably at 30 percent local and 70 percent sourced from the wholesale market with a focus on American grown flowers.

**ADVICE:** Grow a cutting garden. Start small. If it’s only Zinnias and dusty Miller, that still saves the earth a bit and saves money at the market for you. Plant perennials wherever you can, because they are truly the gift that keeps giving.

**HOW DO WE MARKET FLOWERS & WEEDS:** Instagram is our largest platform. It is free and our customers are very engaged. I have found that everyone loves pictures of beautiful flowers, as well as a sincere voice.

**SQUARE FOOTAGE:** The former ice cream stand (about 2,000 square feet) houses office space, the floral design studio and sunny retail greenhouse. Outside, a 6,000-square-foot area is dedicated to the garden center, a flower cooler and perennial garden, with 10 productive annual beds all built on top of an existing asphalt parking lot. We also just purchased an 8,000-square-foot city lot located a few blocks away, where we will expand the cutting garden with trees, shrubs, perennials and more.

FLOWERS & WEEDS | FLOWERSANDWEEDS.COM | @FLOWERSANDWEEDS

## HOPS PETUNIA

Kingston, New York  
KELLI GALLOWAY

*As a teenager, Kelli Galloway had an after-school flower shop job, where she picked up tricks and subtly fell in love with the floral business. Long after college, and a career as a graphic designer and art director, she found herself being drawn back to that world.*

*In 2015, Hops Petunia Floral became a part of the historic waterfront along the Hudson River in Kingston, New York, located about 100 miles north of Manhattan. Recently Hops Petunia expanded into a new space, which now houses plants, home decor and the floral shop*

**SQUARE FOOTAGE:** 1,100 square feet.

**SERVICES AND SPECIALTIES:** Small events, private dinner parties, weddings and daily floral deliveries. We absolutely will travel!

**SOURCING PRACTICES:** During the summer and fall I buy weekly from a few local farms in the Hudson Valley, including Tiny Hearts Farm, Treadlight Farm, Stars of the Meadow and Meadow Wilds. I also order roses from California when we have larger events. I like to do a lot of my own buying in person, to see the freshest flowers. I think color is VERY important and I like to find exactly the right color and shape in person. When I’m buying at the New York Flower District, I do my best to ask for American-grown items, especially in the right season.

**OFF-SEASON SOURCING:** This is when I hit the New York Flower District more often, checking in with Dutch Flower Line, JRose, G. Page and 28th Street Wholesale Flowers. For a quick down and dirty order of flowers, supplies, and farm florals, Alders Wholesale is great too.

**ADVICE FOR OTHERS:** I’m constantly trying to see my designs through other people’s eyes; how is it greeted and taken in?; what does it feel like? I love finding



Kelli Galloway

that feeling that my customers want (even if they don’t know what they want) and helping them tell that story in their own events. Whether a dinner party or a wedding, there’s always a feeling or mood to be set, and that is what I love to do.

**HOW DO WE MARKET:** The store allows me to make the shop an experience. I pride myself on making our store cozy and welcoming; warm and refreshing -- something to take your mind off your day and an experience for the senses.

HOPS PETUNIA FLORAL | HOPSPETUNIA.COM | @HOPSPETUNIA

# THE LONDON PLANE

Seattle, Washington  
KATHERINE ANDERSON + JENI NELSON

*The London Plane is full-scale flower shop and studio, co-located with a cafe, a pastry kitchen, and retail shelves filled with all sorts of treasures. The business was founded by Anderson, an architect-turned flower grower/designer, and restaurateur Matt Dillon, who turned a former Bank of America building on a street named Occidental Avenue into a beautiful gathering space for food and flowers, shaded by mature London Plane trees.*



Kyle Johnson

**SEASONAL SOURCING/VARIETIES:** A handful of growers deliver right to our door, including our yearly dahlia grower and peony grower.

**OFF-SEASON SOURCING PRACTICES:** We rely heavily on California product in the off-season and receive weekly shipments from Mayesh Wholesale Florist in San Francisco, which is like opening a box of California sunshine every week with all sorts of interesting, textural varieties, such as eucalyptus pods, green almond branches, and fritillaria.

**BEST OFF-SEASON FLOWERS:** Forced-blooming branches, especially quince and magnolia. We like having them cut quite tall for us since we have the vertical space to display it.

**ADVICE FOR OTHERS:** The off-season allows for designing with less-expected materials and gives us the chance to think outside the box of the typical flower arrangement with “flowers and filler.” In the off-months we celebrate dried flora and all the magnificent seed pods and grasses.

**HOW DO YOU MARKET:** We send out monthly newsletters to announce our floral classes, and we then get to know our customers during our workshops. Referral and word of mouth from happy clients are probably what have helped our shop grow the most. Foot traffic certainly helps, given that The London Plane is a bustling place for diners, who then take a moment to stop and smell the flowers.

**SQUARE FOOTAGE:** Around 5,000 square feet with a soaring ceiling and tall windows. The floral studio and shop occupy approximately 500 square feet.

**SERVICES/SPECIALTIES:** The flower shop offers everything from a single stem selected from the make-your-own-bouquet flower bar, to flower arrangements for delivery, weekly or monthly flowers subscriptions, floral design classes, plus design for grand events and weddings. Our style is loose and garden-like with a particular focus on color palette, line, and texture.

**SOURCING PRACTICES:** We strive to support Washington growers as much as we possible and have built friendships with many. The Seattle Wholesale Growers’ Market is a flower farm co-operative that has brought together talented growers from the Pacific Northwest who produce all sorts of unique varieties.

THELONDONPLANESEATTLE.COM | @THELONDONPLANEPLANEFLOWERSHOP | @LONDONPLANESEATTLE

# PINE STATE FLOWERS

Durham, North Carolina  
MAGGIE SMITH

*Enchanted by an early 20th century flower shop and its remarkable history, Maggie Smith left an arts administration career and became a florist. Her life took a rather impetuous turn when the long-vacant Roll’s Florist Shop came up for lease in 2013. “I think of this building as kind of the heart of my business,” she acknowledges. “It certainly inspired me to start Pine State Flowers. It has been really special to take something back to what it used to be -- from a time when florists grew all their own flowers -- and again focus on only locally-grown flowers.”*

**SQUARE FOOTAGE:** 900 square feet, including Maggie historic light fixtures, a 10-by-14- foot walk-in cooler, a copper-framed picture window, a charming rounded front door and shop records dating back to 1920.

**SERVICES/SPECIALTIES:** Walk-in retail customers, local deliveries, wedding flowers and a branded bouquet program for a small, local grocery store.

**SOURCING PRACTICES:** By sourcing sustainably-produced flowers grown in the U.S., Maggie lets her customers know their money stays in the local economy. More than 90 percent of the botanicals used at Pine State Flowers are grown in just three North Carolina counties that surround the shop location. “I want people to know: This is the season and this is what North Carolina looks and feels like now,” she says.

**OFF-SEASON SOURCING:** “With a relatively mild growing climate, I’m able to source local flowers from mid-April to mid-October, frost to frost. I can pretty reliably get local tulips as early as Valentine’s Day.” In the winter months, she sources orchids from a greenhouse in an adjacent county, orders roses from Oregon-based Peterkort Roses, and offers houseplants, wreaths and dried flowers. Occasionally, Maggie works with Cleveland Plant and Flower, a Raleigh, N.C., wholesaler that stocks American-grown flowers from outside the region.



Rebecca Aguirre Photography

**HOW WE MARKET:** She branded Pine State Flowers as “North Carolina’s first exclusively local flower shop.” With an emphasis on field-grown crops, unique foliage and heirloom flowers sourced from eight local farms, Maggie describes her aesthetic as natural, organic, and a little wild. “My philosophy with the shop has always been about supporting local flower farmers. That’s where everything stems from and it comes at a time when people here are curious about local agriculture and where their flowers grow.”

PINE STATE FLOWERS | PINESTATEFLOWERS.COM | @PINESTATEFLOWERS

## JUNIPER FLOWERS

Seattle, Washington  
JEAN LOUISE PAQUIN ALLEN

*Founded in 2003 by Jean Louise Paquin Allen, Juniper Flowers is a brick and mortar flower shop providing daily deliveries for all occasions, wedding and event design, weekly floral subscriptions and gift items. Her storefront is located in Seattle's pedestrian-friendly Fremont neighborhood, home to restaurants, galleries, fashion boutiques and big offices for Google, Adobe, Getty Images and dozens of other tech and biotech firms.*



Rebecca Ellison Photography

**SQUARE FOOTAGE:** 1,000 square feet total, divided equally between retail/consultation space and production area.

**SERVICES/SPECIALTIES:** Weddings, events and daily florals for delivery. Juniper Flowers' buyers hand-select and source flowers at least three times per week in order to provide clients with the freshest flowers. The retail shop offers hand-tied bouquets, floral arrangements, succulent gardens and elegant orchid plants. Along with fresh designs Juniper Flowers' also sells handmade gift items such as natural soaps, spirit waters and candles, lavender eye pillows, letterpress cards and local sweet treats.

**SOURCING PRACTICES:** We source local and American grown products. Local florals are grown by farms in Washington, Oregon and California. We work with our local wholesalers to provide us with the freshest product, whether we are hand-selecting flowers for our shop or ordering for weddings and special events weeks in advance.

**SEASONAL SOURCING:** We shop at the Seattle Wholesale Growers Market, which carries flowers from a number of Pacific Northwest growers. We primarily buy from Jello Mold Farm, Charles Little & Co., Crowley House, Choice Bulb Farms, Dan's Dahlias, Ojeda Farms, Everyday Flowers, Raindrop Farms, Orchidaceae and Sonshine Farm. Other regional sources include Tosh's Farm LLC and Washington Bulb Co. Inc.

**OFF-SEASON SOURCING PRACTICES:** We work with local wholesalers in Seattle to source American-grown flowers, mostly from California in the off-season.

**HOW DO WE MARKET:** Neighborhood and wedding industry networking events, blogging, Facebook ads, local Chamber of Commerce membership, submissions to bridal magazines, social media posts, donations to charitable events.

JUNIPER FLOWERS | JUNIPERFLOWERS.COM | @JUNIPERFLOWERS

## THE HERB + GARDEN

Helena, Montana  
CINDY HANSON

*Opened in 2014, The Herb & Garden is a floral shop and more. Inside you might find just the right potted plant to add to your succulent collection. Or perhaps in the summer months you'll find garden flowers that have been cut that morning and loosely arranged in a recycled container. Springtime offers potted bulbs, tulips or violets. Montana's fall and winter is time to gather summertime's dried flowers into arrangements for hearth or holiday table decor.*

**SQUARE FOOTAGE:** 425 square feet.

**SPECIALTIES:** : Local deliveries, floral design for weddings, funerals and events.

**SOURCING PRACTICES:** The Herb & Garden's cut flowers are sourced locally, regionally or domestically.

**SEASONAL SOURCING:** Our season runs from early June through October 1st when Helena typically has its first frost. We buy from local flower farms including my own, as well as Brian Flynn Peonies, Killingfrost Farm, Gardenwerks and Glory Farm.

**SEASONAL VARIETIES:** : June – delphinium, painted daisy, lady's mantle, yellow allium, foxgloves, dianthus and peonies; late June/July – yarrow, sweet peas, zinnias, statice, sunflowers and heliopsis; late Summer-Fall – dahlias, sunflowers, amaranth, broom corn, as well as locally-harvested grasses, lavender and flowering branches brought in by friends.

**OFF-SEASON SOURCING:** We order primarily from Washington Floral, which delivers to us by truck, avoiding overnight shipping problems. My wholesaler knows that I only source from the U.S. and Canada.

**ADVICE FOR OTHERS:** Supplement your floral business with houseplants and gift items. And get to know your wholesale rep!



Akuhi Photography

**HOW DO WE MARKET:** Word of mouth, Instagram, Facebook and floral donations to local nonprofits.

**FUTURE SHIFT:** In early 2020, Hanson transitioned her retail flower shop into a studio-based venture. The Herb & Garden continues to provide arrangements to homes and businesses in the Helena area with local, seasonal and U.S.-grown floral sourcing. Hanson says the shift has helped her cut overhead costs while continuing to provide her customers with deliveries and wedding design services.

THE HERB AND GARDEN | THEHERBANDGARDEN.COM | @THEHERBANDGARDEN



## TORONTO FLOWER MARKET

Inspired by European street markets, Natasa Kajganic launched Toronto Flower Market (TFM) in May 2013.

As Toronto's first outdoor flower market, the pop-up event operates from May through October, with special floral installations and collaborations sprouting up through the year.

TFM is at its core, a family of 30 flower, gardening and plant vendors who value working in a collaborative and mutually-supportive business climate with the Ontario-grown mandate.

Natasa's top priority is to host Ontario flower farms and greenhouse nursery growers; she invites florists to periodically vend through the season, asking that they sell only locally-sourced items, too.

In a way that farmers' markets often provide opportunity for food startups, TFM provides an affordable and accessible environment for florists to engage with Toronto consumers. "We're incubating quite a few floral businesses," Natasa says. "This is a true community."

### TORONTO FLOWER MARKET

[torontoflowermarket.ca](http://torontoflowermarket.ca) | [@torontoflowermarket](https://twitter.com/torontoflowermarket)

Photo Credit: Toronto Flower Market



## FLOWER FLING

In a retail climate where Amazon is king, those who engage floral consumers in authentic, tactile, visceral experiences will break through the click-and-buy or cash-and-carry mindset. Teresa Engbretson and Katie Elliott of My Garden Overfloweth open their Paterson, Washington, flower farm for two seasonal "Flower Fling" festivals each year.

Their events provide a sense of community for their customers, while also offering a new venue for other vendors.

In their recap post after last year's Fall Fling, the mother-daughter team wrote: "We place so much thought, time and care into planning the best experience we possibly can and we hope that shows! This is a space and a time where memories are made and we hope each and every person felt a warm welcome. We felt so much love yet again by all who attended, including amazing local vendor family. Each vendor and their products speak to hard work, quality and friendship; we are so honored to have so many great people surrounding us at our farm!"

Teresa and Katie know that customers who connect with them, their story and their flowers are the foundation of a loyal tribe in their community and beyond.

And while efforts and actions that strengthen personal ties with customers isn't an entirely new concept, it is one best practiced habitually, especially in today's cluttered and distracting marketplace. Events, tours, workshops and other experiential programming are critical – and much more powerful than touching customers through social media channels alone.

### MY GARDEN OVERFLOWETH

[mygardenoverfloweth.com](http://mygardenoverfloweth.com) | [@mygardenoverfloweth](https://twitter.com/mygardenoverfloweth)

Photo Credit: Courtney Coriell Photography



## DAHLIA FESTIVAL

Dahlia season is cause for celebration and floral designer Alicia Schwede of Seattle-based Flirty Fleurs partnered with the Seattle Wholesale Growers Market to create a buzz for the farm-to-florist cooperative.

Each summer since 2014, Alicia and SWGM staff have produced a "Dahlia Wall" for the Market's annual dahlia festival. The installation showcases the vast array of dahlia colors, varieties and sizes available to florists, designers and retailers who source locally-grown flowers from SWGM.

Alicia works with SMGM staff and volunteers to organize the visually compelling array. She clusters similarly-hued blooms together and places flowers in a gradient arrangement from pale to dark. "Transitional" petal tones flow from one color to the next, such as coral dahlias blending into those with apricot petals blending into pure yellow flowers. The final impression is eye-catching and instructional, as each dahlia is labeled by variety and grower.

The materials and labor are minimal and the impact is swoon-worthy. "Yes, this installation takes hours to put together, but we make sure each dahlia is tagged with its name and the name of its grower," Alicia acknowledges.

One Seattle area florist proclaimed, "I'll be using this as my go-to dahlia guide for years to come."

### ALICIA SCHWEDE, FLIRTY FLEURS

[flirtyfleurs.com](http://flirtyfleurs.com) | [@flirtyfleurs](https://twitter.com/flirtyfleurs)

### SEATTLE WHOLESALE GROWERS MARKET

[seattlewholesalegrowersmarket.com](http://seattlewholesalegrowersmarket.com)

[@seattlewholesalegrowersmarket](https://twitter.com/seattlewholesalegrowersmarket)

Photo Credit: Debra Prinzing



## FISHTOWN FLORAL CRAWL

Once a year, a group of Philadelphia area flower farmers and florists bring spontaneous blooms to their hometown. Called Fishtown Floral Crawl, the project highlights beauty and seasonal availability of local botanicals and talents of the floral design community in the City of Love.

Cassie Plummer of Jig-Bee Flower Farm and Maura Feeney of Maura Rose Events created the event as part of DesignPhiladelphia, a city-wide, week-long celebration that focuses on thoughtful design, collaborative business practices and community engagement.

The women wanted to showcase flowers and floral design as a relevant art form within the larger discussion of Philadelphia's public art, architecture, fashion and the artisan-maker movement. They recruited eleven volunteer florists to participate and paired them with the prolific, end-of-summer bounty harvested from nine area flower farms.

Flowers transform facades and interiors of local businesses, including restaurants, clothing stores and an indoor playground, with beautiful and seasonal installations to showcase their art and shine a light on locally-grown flowers.

During the opening night tour, each guest is encouraged to "make a bouquet," giving them a newfound appreciation for floral design and local flowers.

### FISHTOWN FLORAL CRAWL

[fishtownfloralcrawl.com](http://fishtownfloralcrawl.com) | [@fishtownfloralcrawl](https://twitter.com/fishtownfloralcrawl)

### JIG-BEE FLOWER FARM

[jig-bee.com](http://jig-bee.com) | [@jig\\_bee](https://twitter.com/jig_bee)

### MAURA ROSE EVENTS

[mauroroseevents.com](http://mauroroseevents.com) | [@mauroroseevents](https://twitter.com/mauroroseevents)

Photo Credit: Janine Feeney, Vow2Vow



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## FARMER TO FLORIST COLLECTIVE

Jaimie Reeves of Leaf & Bloom and Carrier Fisher of Roadside Florist, two wedding and event designers, founded The Local Flower Collective in 2018. Their 2,000-square-foot studio serves as a centralized drop-off/pick-up spot where flower farmers located as far as two hours outside Toronto bring their harvest each week for local florists in the city to reliably purchase buckets of just-picked stems.

Flower farmers who once devoted a day of personally delivering flowers to dozens of florists in Toronto now simply drop off blooms at The Local Flower Collective. Florists can pick up their pre-orders and peruse extra offerings to find unexpected seasonal blooms that catch their eyes.

“Florists are getting to see all of the growers’ products now; and that leads to new business for everyone. Having their flowers delivered right to our door is fantastic. We get to see firsthand what everyone is growing and it’s a good win,” Jaimie says.

### THE LOCAL FLOWER COLLECTIVE

thelocalflowercollective.com | @thelocalflowercollective

### LEAF & BLOOM

leafandbloom.com | @leafandbloom

### ROADSIDE FLORIST

roadsideflorist.com | @roadsideflorist

Photo Credit: The Local Flower Collective



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## THE GATHERING ROSE WORKSHOP

In April 2019, fifteen rose lovers traveled from around the U.S. and Canada to take part in a two-day workshop at Rose Story Farm in Carpinteria, California, just outside of Santa Barbara. This was unlike most educational events in the floral design world because it was 100% financed by the organizers.

The purpose? According to Danielle Hahn of Rose Story Farm and her collaborator Felicia Alvarez of Menagerie Farm & Flower, based in the Sacramento Valley, they created the one-of-a-kind workshop “to bring together people for a sharing of knowledge, exchange of ideas, formation of deeper connections, and global inspiration.”

The women wanted to teach the foundations of farming, designing a rose farm or garden, selecting varieties for floral design and growing and designing with companion plants. Like gathering roses for an arrangement, they wanted to gather other artists and growers to join them as workshop presenters.

“There is a burgeoning farmer-florist movement in the U.S. and a lot of people who are coming from different backgrounds may not necessarily have farming or agriculture experience. Many are just starting from scratch,” Felicia explains. “And many are discovering that there is a big difference between a field-grown garden rose and a conventional greenhouse rose.”

### THE GATHERING ROSE

thegatheringrose.com | @thegatheringrose

### ROSE STORY FARM

rosetoryfarm.com | @rosetoryfarm

### MENAGERIE FARM & FLOWER

menagerieflower.com | @menagerieflower

Photo Credit: Jona Christina



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## GALENTINE’S PARTY

Seattle floral designer Tammy Myers of LORA Bloom partnered with photographer Missy Palacol and Karen Thornton, owner and lead event planner of Avenue 22 Events, to throw a party offering stylish and meaningful content that those who produce blogs and social media content could share with their audiences.

Their first event was a Bloggers’ Galentine’s Party with a female focus that promised hands-on learning, an expansive menu (complete with signature cocktails), new networking connections and generous swag bags from sponsors.

The party took place in late January, selected to give influencers lead time on Galentine’s-themed posts prior to February 13th and Valentine’s Day.

“I think people are really eager to learn and connect at the New Year -- and so the timing of this event was right on,” Karen says. “People are reenergized, motivated to do something cool and work on their own growth, be it personal or for their business.”

Forty women attended from a wide cross-section of industries, not just the original target audience of lifestyle bloggers. “We successfully helped them think about how flowers are an everyday product that we want in our lives -- and to better connect flowers with content across all the social channels used by influencers,” Tammy says.

### LORA BLOOM

lorabloom.com | @lorabloom.flowers

### MISSY PALACOL PHOTOGRAPHY

misspalacol.com | @missy.palacol

### AVENUE 22 EVENTS

avenue22events.com | @avenue22events

Photo Credit: Missy Palacol Photography



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## WHEN FARMERS MEET FLORISTS

Field to Vase is a showcase of seasonal flowers produced by the Independent Floral Designers Association of Maryland (IFDA). The regional organization invites member florists and others in the Washington, D.C., Virginia and Maryland floral and gardening community to meet local flower farmers and learn more about what they grow.

Seven flower farms in the region, many of which are members of the Maryland Cut Flower Growers Association, participated by donating blooms for a design demonstration and selling just-picked flowers at that evening’s pop-up market. The event paired each featured flower farm with an IFDA member.

“This format gave our audience floral design inspiration as well as new appreciation for locally-farmed blooms,” says IFDA vice president Dana O’Sullivan, owner of DellaBlooms & Events in Columbia, Maryland.

IFDA president Ellen Seagraves, owner of Ellen Seagraves Chic Florals in Bethesda, Maryland, echoes this sentiment. “I love my wholesaler and I’m always excited to see what they have locally, but the Field to Vase event featured so much product from area farms that our attendees had never seen before in our market. For me, that’s important. I want things that you don’t see everywhere else.”

### INDEPENDENT FLORAL DESIGNERS ASSOCIATION OF MARYLAND

myifda.com

### MARYLAND CUT FLOWER GROWERS ASSOCIATION

marylandgrownflowers.com

### DELLABLOOMS & EVENTS

dellablooms.com | @dellablooms

### ELLEN SEAGRAVES CHIC FLORALS

chicfloraldesigns.blogspot.com | @chicfloralsmd

Photo Credit: Ann-Marie Van Tassell Photography

# BOTANICAL *Couture*

Field-fresh and runway-ready, fashionable florals to wear, created for American Flowers Week, June 28-July 4.

Faye Zierer Krause of Floral Organica Designs adds final details to her iconic iris gown.

Leon Villagomez Photography



# RED, WHITE + BLOOM

SUSAN MCLEARY

*In search of an iconic image to illustrate American Flowers Week in 2016, the artistry of Ann Arbor-based designer Susan Mcleary and her penchant for wearable floral fashions immediately came to mind. We asked her to design a Red-White-&-Blue Flower Fro, inspired by her prior creations, and it sparked the American Flowers Week botanical couture collection that has continued ever since.*

**Q:** Susan, what inspired you to create a Flower 'Fro in the first place?

**A:** First of all, it's really FUN. I was inspired by Sarah Winward who had decorated her husband's beard. I reimagined flowers in an Afro. I've always loved Afros because they're so beautiful and amazing. So I reached out to a model friend and asked if she could recommend a model with one. I met Monique Montri and she was a good sport about being our 'fro model.

**Q:** Was it complicated to design and create a Flower 'Fro?

**A:** Yes, it's labor intensive. First, I spent about 30 minutes making a heavy-duty flower crown. I had to wire each stem to make sure it was sturdy enough. And then, I spent another 40 minutes to add individual flowers to Monique's hair. We teased out her hair so it had more structure to hold the flowers.

**Q:** How heavy was it?

**A:** Monique said it was pretty heavy — probably six or seven pounds!



**Q:** We love the way the flower crown frames Monique's face! What did you do after attaching it?

**A:** I started with Rice Flowers. They're nice and light, but they added further structure and more body to her hair. Then I layered on everything else and wove stems to balance on top of the crown.

**Q:** How many stems did you use?

**A:** Roughly 150 stems.

**Q:** How did you like using so many gorgeous blooms from flower farms across the U.S.?

**A:** I'm really passionate about the cause and the Slow Flowers Movement. I've gotten to know a lot of flower farmers really well and I appreciate their hard work. It makes my designs so much richer to have interesting, seasonal floral items that speak to place.

**Q:** What advice do you have for other floral designers to encourage them to use local and domestic flowers?

**A:** When you use local and seasonal flowers, it gives your work a "soul," and I believe you're part of something special and not just anything that could be designed anywhere.

## CREATIVE CREDITS

Monique Montri, model | Hannah Butler, Imagine Three Beauty Studio  
Amanda Dumouchelle Photography

## FLOWERS

Camflor Inc. (Watsonville, California) | Choice Bulb Farm (Mt. Vernon, Washington)  
Ocean View Flowers (Lompoc, California) | Oregon Coastal Flowers (Tillamook, Oregon)  
Peterkort Roses (Hillsboro, Oregon) | Resendiz Brothers (Fallbrook, California)  
Sonshine Farm (Whidbey Island, Washington)

SUSANMCLEARY.COM | @PASSIONFLOWERSUE





# SUNFLOWER SENSATION

AMY LY, GATHER DESIGN COMPANY



Amy Ly of Seattle's Gather Design Co. once tried to convince a bridal studio to let her sew flowers onto a wedding gown for a styled shoot. They didn't go for it, so when invited to design a gown out of classic American sunflowers, she jumped at the chance. "I'd been wanting to build a dress out of flowers, but there wasn't a wedding gown designer around who would let me sew flowers on a very expensive dress," she says.

Amy discussed her floral options with the staff and farmers of the Seattle Wholesale Growers Market. "Beyond yellow, there are varieties in the brown palette, and ones where the petals start a little bit yellow in the center and then fade to mostly brown. They also offered me a bunch of the burgundy and plum sunflowers. I'll admit, I didn't know there were plum-colored sunflowers before I did this project."

The elevated palette allowed her to incorporate other seasonal field flowers, such as wine-colored amaranth and 'Sahara Mix' rudbeckia, which echo the sunflower shape on a softer, smaller scale.

With the idea of a dress design in her mind's eye, and with a willing model, flower farmer Kelly Uhlig of Sunshine

Flower Farm in Langley, Washington, Amy began to fit a two-piece garment that would serve as the basis for her gown. At times she felt more like a builder than a floral designer because of the amount of metal involved, including a section of 1/2-inch grid hardware cloth. "The entire gown weighed about 65 pounds," she points out.



Because of the sheer quantity of flower heads, Amy's original idea of sewing each botanical piece to the fabric base wasn't practical. Tubes of cold Oasis glue did the job -- at least one-half gallon of glue by Amy's estimate. "I didn't start attaching the flowers until late afternoon on the day before our photo shoot. Then I attached the rest of the sunflowers, the amaranth and rudbeckia on the day of the shoot. I'm so glad that my friend Erin Shackelford of Camas Design volunteered to wrap the little grass pieces into tassels to edge the hem of the skirt."

Single threads of burgundy amaranth drape beautifully over the model's waist and hips. Speckled turkey feathers collected from a local farm adorn a charming hair piece. "I'm just thrilled with how it turned out," Amy says.

## CREATIVE CREDITS

Kelly Uhlig, model | Yessie Libby, Yessie Makeup Artistry  
Anna Peters Photography

## FLOWERS

Seattle Wholesale Growers Market: Sunflower, Rudbeckia, Amaranth and ornamental grasses

GATHERDESIGNCOMPANY.COM | @GATHERDESIGNCOMPANY

# BOTANICAL MENSWEAR

RIZ REYES, RHR HORTICULTURE

Riz Reyes is a garden and floral designer whose creations have won gold medal and people's choice awards at the Northwest Flower & Garden Festival, all achieved while he also worked as a horticulture manager at public and private landscapes in Seattle.

Asked to create a menswear look for American Flowers Week, Riz's response was highly personal. "The whole concept of men and flowers is intriguing to me because it touches on my background and the journey I took to get into horticulture, floriculture, plants and flowers. For me, there was always that stigma of little boys and flowers not being a favored thing."

While he had an early curiosity about fruits and flowers as a young boy from the Philippines, Riz's academic pursuits took him into the world of plants.

In recent years, Riz has embraced his almost-forgotten fascination with floral design. He continues to lecture, teach and work in landscape design and horticulture, but he increasingly draws from his extensive knowledge of and deep interest in plants of all kinds to provide floral design to a small client base.



Yet those clients are most always female and that's another reason why Riz loved creating botanically-themed

menswear to celebrate American Flowers Week. "Whenever you do a online image search for men with flowers, you find things that are cheesy or comical; it's almost like a joke to have a guy with flowers," he observes.

"I especially like working with things that are textural. A lot of the materials and natural elements that I use and the range of colors that I like are inspired by the Pacific Northwest and its ferns, moss and lichen. Plus, I love the trend of succulents and air plants."

His design is cohesive and beautiful, but still masculine and classy. "I felt there was a way to bridge the two -- where a man can still be masculine, yet adorned in floral and foliage."

The textile-like design for a menswear vest is reminiscent of a Persian rug in its depth and detail.

"Never, in my wildest dreams, did I think I would be able to work in this dynamic. There is this profile of a guy being the giver of flowers. For me, the grand take-away from this experience -- and hopefully, it will come true -- is to dispel the assumption that men and flowers don't exist together."

## CREATIVE CREDITS

Alex Brooks, Model | Yessie Libby, Yessie Makeup Artistry  
Mary Grace Long Photography

## FLOWERS

A medley of botanicals from the landscape, hothouse and nature. Flowers sourced from Seattle Wholesale Growers Market and Resendiz Brothers Protea Growers (Fallbrook, California)

RHRHORTICULTURE.COM | @RHRHORTICULTURE





# AMERICAN ROSE TUTU

TERESA SABANKAYA, BONNY DOON GARDEN CO.

Teresa Sabankaya launched her floral business Bonny Doon Garden Co. by selling single stems, bunches and bouquets from a kiosk in downtown Santa Cruz, California. She often stocked the tiny shop with cuttings from her vast residential garden in the nearby hamlet of Bonny Doon, called Shangri-La by locals for its remote and stunning natural beauty.

Today Bonny Doon Garden Co. is a full-service design studio offering local and sustainably-grown flowers for everyday deliveries and weddings alike. The 11-acre grounds at Teresa's Castle House Gardens are often home to styled shoots, attracting private design students and photographers alike. The garden and home served as the ideal backdrop for Teresa's American Flowers Week creation, a wearable rose tutu and headpiece to accompany her model's pink corset.

With her model (and daughter) Antalia Sabankaya as her muse, Teresa selected an intense, fiesta-hued palette with roses dominating her design. The pristine hybrids, sprays and garden roses are more local than most, having been raised in sheltering greenhouses just miles away in Watsonville, where friend and flower farmer Paul Furman runs California Pajarosa Roses. Teresa zeroed in on one of her favorites

grown at Pajarosa: the 'Alhambra' rose. "It almost looks like a garden rose with its high petal count and the petals range from pinky peach to orange to fuchsia on the outer petals."



Teresa wanted to design a flattering floral tutu that accentuated Antalia's fitted pink satin corset. "She used 24-inch lengths of gold mesh wire to shape "petals," layering them to form a "flower" skirt. Matching gold flat wire is woven through the mesh grid to serve as a "belt."

The design begins with a tight pavé rose pattern to accentuate the tutu's waistline. Teresa attached botanical elements with a combination of glue and gold wire, the tails of which are like little tendrils dangling from the skirt. "I put something lacy toward the tips of each petal -- pieris and jasmine from my garden -- that supplement the roses for a lacy, frilly look."

With the backdrop of her property's Mediterranean-style architecture and its lush, secret garden to showcase her all-local floral couture, Teresa's imagination plays out in the third dimension. "I want people to look at this picture, to look at those flowers, and feel the way I feel when I get to design with them," she says.

## CREATIVE CREDITS

Antalia Sabankaya, model | Zachary Winer, Makeup | Carly Vollers, Hair  
John Kaemmerling Photography

## FLOWERS

California-grown hybrid tea roses, garden roses and spray roses and seasonal companion flowers and foliage

BONNYDOONGARDENCO.COM | @BONNYDOONGARDEN

# FERNS + FRONDS

EILEEN TONGSON, FARMGAL FLOWERS



Eileen Tongson is a farmer-florist in the Orlando area who partnered with FernTrust, one of the nation's largest sources of Florida-grown ferns and foliage, to create this sophisticated leafy sheath. "My starting point for the design was a visit to FernTrust, where I was able to see up close all the foliage they grow," she says. "All of the shades of green, not to mention the textures and shapes of foliage, were so inspiring. Many people still do not know that Central Florida is the cut foliage capital of the world. I wanted to create a design that highlights this amazing botanical product and encourage other designers to use it as more than just foliage in their floral arrangements."



flowers, designing flowers for events and teaching garden and floral workshops. "When I'm working there, people ask me about the flowers and for advice about their own gardens," she says. "There are always families with children here and they're fascinated by ladybugs and butterflies. And now we have bees on the roof of the market. We have this whole symbiotic relationship between the pollinators and the flowers."

While helping East End Market grow a beautiful and bountiful garden, FarmGal Flowers has also benefitted from the partnership's exposure. Likewise she says collaborating with an established grower like FernTrust has enhanced her palette as an event florist and workshop teacher.

"This whole experience has taken me in a new direction, allowing me to focus my design work on both the flowers I grow and the amazing foliage and ferns that grow here in Florida. I've realized that I don't have to grow everything when there is so much that is actually produced close to me."

Eileen's botanical gown and the fern-farm location are thoroughly integrated. "We want you to look at our story and immediately know its setting -- the real, natural Florida. We were so fortunate that the most perfect oranges were still on the trees at FernTrust. Spanish moss was moving in the breeze. There were also majestic oak trees overhead and countless varieties of ferns below. What a dreamy, magical place!"

## CREATIVE CREDITS

Isabel Tongson, Model | Make Me Up Miki, Makeup | Katrina Elbo, J. Bauman Salon, Hair  
Danielle Werner, Live Wonderful Photography

## FOLIAGE

FernTrust, Seville, Florida

FARMGALFLOWERS.COM | @FARMGALFLOWERS

BOTANICAL COUTURE



# TROPICAL HAWAII BLOOMS

ALISON GRACE HIGGINS + NICOLE CORDIER, GRACE FLOWERS HAWAII

The flora of the Big Island of Hawaii provided Alison Grace Higgins, owner of Grace Flowers Hawaii, and manager Nicole Cordier, a complex palette with which to dream up their remarkable his-and-hers botanical garments.

With the island's plant life as artistic muse, the Grace Flowers Hawaii team wanted their designs to celebrate both familiar and uncommon flowers and plants. They used gradient color banding to "weave" an intricate tapestry incorporating locally-harvested anthuriums, gingers, orchids, bird of paradise and dozens of other types of petals, pods, leaves and deconstructed flower parts.

These floral artists were clearly influenced by the botanical landscape of the Hawaiian Islands and Polynesian culture. Yet the majestic garments they devised are not costumes. Instead, the dramatic cape modeled by Na'iwi Young, owner of Olowalu Entertainment, a local firm known for Polynesian entertainment, and a hi-low-style skirt worn by Kayla Maluhia Kawai, a Luau dancer, stage actress and artist, reflect Hawaii's horticultural diversity found in the natural landscape, cultivated gardens and small agricultural plots that supply flowers to the studio.

Together, rows of floral pieces form rhythmic bands across the garments, the sheer variety of which is staggering,



considering that botanical elements were individually glued in overlapping rows onto the foundation cloth.

Alison estimates that each piece took about two full days to produce. The designers kept the garments rather simple, attaching them to the models' bodies with drawstrings and used minimal black garments (sarong and a bandeau top) that basically disappear as the vibrant florals move to the foreground. The elaborate Lei Po'o (also known as head lei) lend a regal quality to the finished designs, framing the models' striking faces and completing the floral narrative.

When it came to location, Alison, Nicole and photographer Megan Spelman of Bikini Birdie were drawn to a hard-to-reach cliff above the Kohala Coast. There was just enough breeze to catch Kayla's hair and lift the cloak from Na'iwi's shoulders, lending a moody, cinematic quality to the photography.

The dramatic scene unfolds to express a sense of local pride. Flower farms and nurseries on the Big Island supported the idea of an all-Hawaii-grown fashion shoot to commemorate American Flowers Week. "We wanted to source as close to home as we could, so everything was grown locally on the Big Island," Alison says. "We put our hearts and souls into these designs."

## CREATIVE CREDITS

Na'iwi Young and Kayla Maluhia Kawai, Models | Grace Makeup Artistry  
Bikini Birdie Photography

## FLOWERS

J&D Farms (Kamuela), Pacific Floral Exchange (Hilo), Hawaii Isle Flowers (Volcano), The Orchid People (Kamuela), ESP Nurseries (Kamuela) and High Country Farms (Pa'auilo Mauka)

GRACEFLOWERSHAWAII.COM | @GRACEFLOWERSHAWAII



# WOODLAND COUTURE

CARLY JENKINS, KILLING FROST FARM

In Montana, flower farmers and florists who adhere to the Slow Flowers mission have learned to broaden their definition of what's seasonal. For Carly Jenkins of Killing Frost Farm, a farmer-florist-forager based in Missoula, Montana, that means viewing every single gift from the forest as a design element.

Carly's reliance on foraging was inspiration for her wearable botanical creation, which draws from some of design materials used to create her wildly popular "Game of Thrones" holiday wreath series. Her favorite ingredients are sheets of moss and patches of lichen in many shades from gray to green. When accented by glossy, chestnut-colored scales of deconstructed Ponderosa pinecones the gown represents a botanical palette unique to much of North America's woodlands -- the organic debris found on the forest floor.

Creating a wearable and attractive garment with such humble materials was part of the challenge. "At the same time, I didn't want it to be too literal. I wanted you to look at this dress from a distance and see a beautiful textile rather than thinking 'oh, that's lichen in the shape of a dress,'" she says.

Carly began with a floor-length fitted sheath as the first layer and added a three-tiered overskirt to define the shape



of her garment. She fashioned elbow-to-wrist "gauntlets" for the forearms and a cropped "shrug" to adorn the shoulders, upper arms and neckline. "I definitely wanted to create a beautiful gown, but something that also felt strong and fierce," the designer explains. "I was obsessed with how the gauntlets could look like armor. Rather than having beauty and strength be mutually exclusive, I wanted to see them together. To me, this look is a little 'Joan of Arc meets Queen of Hearts.'

The lichen-adorned sheath fits close to the model's body, while the overskirt's lovely silhouette was formed by chicken wire shaped with deep darts and twig dogwood "boning" to wrap around her hips. Embellished in layers of lichen, the shrug-style shoulder piece includes a standing frontpiece that echoes the pine cone gauntlets and conveys the impression of a female warrior's "armor." The look is finished with a dramatic, Medieval-inspired moss collar.

The setting at Old Goat Farm in Orting, Washington, is as mossy and lichen-clad as Carly's fanciful woodland gown. As on most days during the Pacific Northwest's winter months, it was drizzly and overcast. But the model, garment and setting exude a rich glow, perhaps from the mossy patina unique to time and place.

## CREATIVE CREDITS

Berkeley Danysh, Model, TCM Models and Talent | Carly Jenkins, Hair & Makeup  
Katherine Sherba, Mighty Fine Farm, Design Assistance  
Alex Brooks, Photography

## BOTANICALS

Pacific Northwest-foraged moss, lichen and pine cones

KILLINGFROSTFARM.COM | @KILLINGFROSTFARM





## DAHLIA QUILT

TAMMY MYERS, LORA BLOOM

*I*'ve always been inspired by the American West," explains floral designer Tammy Myers of LORA Bloom, based in the Seattle area. "My mother is a quilter. My father loves American history. My grandfather was a descendant of the Karuk Tribe in Northern California. To me, a quilt is a beautiful symbol of true American history. Upon more research, I discovered these iconic patchwork designs actually originate from women during the Colonial period of the 1700s. Later, Native women, known for making beautiful blankets, also started using these same quilting techniques. Quilts are

### CREATIVE CREDITS

Anne Davidson, Model | Elizabeth White Artistry, Hair & Makeup  
Amy Brown and Leila Jorden, Design Assistance  
Missy Palacol Photography

truly a labor of love that brings warmth and comfort to whomever they surround. I find flowers have a similar nature. They too, bring joy and comfort to whomever they are near.

"Authenticity was very important to me for this project. Our model, Anne Davidson, is of Native Athabaskan descent and the area where this scene was photographed at Laughing Goat Farm in Enumclaw, Washington, is an area rich in Native American history."

### FLOWERS

Laughing Goat Flower Farm (Enumclaw, Washington)

LORABLOOM.COM | @LORABLOOM.FLOWERS



## VINTAGE VIBES

BETH SYPHERS, CROWLEY HOUSE FLOWER FARM  
BETHANY LITTLE, CHARLES LITTLE & CO.

*B*eth Syphers wanted to tell a story of a sassy, confident, modern-day young woman, and she framed her narrative around the late 1950s and early 1960s. "I also wanted this design to embrace women in all shapes and sizes and reflect their power," she says. "Bethany Little of Charles Little & Co., a farm known for fabulous dried flowers, assisted me with this project. We decided to highlight the 1960s dried flower vibe. We loved

### CREATIVE CREDITS

Rilley Syphers, Model  
Rilley Syphers, Hair & Makeup  
Haley Swinth Photography

showcasing a combination of dried and fresh flowers as a way to extend the 'local' season in our floral designs. To me, flowers in all stages of their lifecycle have beauty. I would love folks to look at this design and be confident about stepping away from following the crowd; to not be afraid of what people think of their art, but to be bold and unique."

### FLOWERS

Crowley House Flower Farm (Rickleall, Oregon)  
Charles Little & Co. (Eugene, Oregon)

CHFLOWERS.COM | @CROWLEYHOUSE  
CHARLESLITTLEANDCOMPANY.COM | @CHARLESLITTLEANDCO



# PRETTY IN PEONIES

KIM HERNING, NORTHERN LIGHTS PEONIES



The inspiration for this garment's style harkens back to women's fashion in the 1700s and is also reminiscent of the 'Barbie cakes' my mother would make in the 1960s," says Kim Herning of Northern Lights Peonies, based in Fairbanks, Alaska.

Most of the premium stems that Kim harvests are sold to florists or wholesale accounts in the lower 48 states. Locals shop for stems and bouquets direct from Kim's cooler and she also produces flower pop-up sales at local antique markets.

"And since we are peony farmers, we knew we would be working with blooms in all colors and sizes. By featuring some of my favorite peony varieties -- 'Festiva Maxima', 'Sarah Bernhardt', 'Felix Supreme', 'Walter Faxon', and 'My Love' -- with a lovely model in a fantasy setting, I hoped we would create magic."

The extraordinary character of Alaska-grown peonies isn't just their robust flower heads, the clarity of petal color, or their stem-length. Due to the latitude of Fairbanks (close to 16 parallels north of the U.S.-Canadian border) and extremely cold winters followed by summer days with about 22-hours of light, peony plants emerge from a thick blanket of snow in late spring and "wake up," eventually forming voluptuous buds in June, July and even August -- long after peony harvest in the lower 48 states is finished.

Kim is a farmer-florist who joined Alaska's emerging peony industry in 2012 when she and her husband prepared an old hayfield on land his family homesteaded in the 1940s. Through additional plantings and root divisions, the crop has grown to 5,000 plants covering two-and-a-half acres.



Kim set aside hundreds of blooms with shorter stems for her fanciful crinoline-inspired gown. When cut early (when the buds are at the "marshmallow" stage), peonies can be held in a cooler for weeks until used for floral design, Kim explains.

This peony-adorned look is a study in fashion extremes -- the tightly-fitted corset on the model's bodice and the oversized botanical skirt. To create the base of this structure, Kim used two layers of heavy-gauge chicken wire, adding plastic landscape mesh with smaller holes over the structure. She attached spruce branches inside the crinoline "to give the peony stems something to grip once we inserted them in the mesh."

Kim drew from her background in interiors and kitchen design as floral design became a facet of Northern Lights Peonies. "Being a peony grower is not all weeding, cutting and counting stems," she jokes. "I love doing creative things - from floral installations to this peony gown."

## CREATIVE CREDITS

Tirzah Friesen, Model, Hair & Makeup  
Roxy Marcy and Tirzah Friesen, Design Assistance  
Alaska Alchemy Photography

FACEBOOK.COM/NORTHERNLIGHTSPEONIES | @NORTHERNLIGHTSPEONIES

# FLORAL STORYTELLING

TONI REALE, ROADSIDE BLOOMS  
LAURA MEWBOURN, FEAST & FLORA FARM

Co-designers Toni Reale of Roadside Blooms and Laura Mewbourn of Feast & Flora Farm viewed their

botanical couture collaboration as an opportunity to highlight the unique heritage and culture of coastal South Carolina's Gullah Geechee, a community descended from West African and Central African enslaved people. The women were also inspired by the work of noted Southern painter Jonathan Green and spent a lot of time pouring over photos of his work, as well as photos of women in traditional Gullah dress.

"We wanted to focus on primary colors for the flowers -- the reds, blues, yellows that so frequently appear in Mr. Green's paintings -- and we selected a location that reflects the culture and story of the Gullah Geechee people. This palette pops brilliantly against the greenery of the marsh location, as well as the Seashore Farmers' Lodge No. 767, a fraternal common house built in 1915 by black farmers for their community," Toni says.

Flowers grown in local soil at Feast & Flora Farm and foraged on location compose a brilliant floral garment for



their model, Giovanni Richardson, "Queen Gigi Ma'at Ogechi," Sea Island Gullah Chieftess and founding member of A Taste of Gullah.

"As we created Queen Gigi's dress, we listened to her stories, bearing witness to a beautiful, strong woman, living her life and honoring her heritage as a descendant of slaves. Through listening, understanding and facing the dark reality that is our history, and our present, we believe we can create a different future," Laura says.

This project was personal and meaningful to the creators, and they credit their model for her guidance and collaboration. "We saw this as an opportunity to highlight the Gullah Geechee community with the hope of challenging people to think of Charleston not just as a place of iconic landmarks frequented by tourists, but as a place whose farms, homes, and plantations were born on the backs of enslaved people, people whose descendants live here and to whom we owe a debt we will never be able to repay," the designers say.

## CREATIVE CREDITS

Giovanni Richardson, Model  
Kelsey Bacon, Joy Colby, Scott Woytowick, Design Assistance  
Philip Casey Photography

## FLOWERS

Spring harvest from Feast & Flora Farm, including scabiosa, daffodils, poppies, tulips, ranunculus, anemone; foraged greens, Spanish moss.

ROADSIDEBLOOMS.COM | @ROADSIDEBLOOMS\_SHOP  
FEASTANDFLORAFARM.COM | @FEASTANDFLORA





# ODE TO THE IRIS

FAYE ZIERER KRAUSE, FLORA ORGANICA DESIGNS

*F*aye Zierer Krause of Flora Organica Designs in Arcata, California, considers the standard iris a bit of an underdog. But having grown up on her parents' organic farm before starting her floral design studio in 2015, she finds appreciation for the best traits of any botanical ingredient. "I love the saturation of purple and dark blue that irises have," she says. "I wanted to use a single color iris because I knew it would be more impactful and define the garment's form better than a mix of iris colors."

Sun Valley Flower Farm provided her with 1,500 'Hong Kong' irises, with slightly ruffled, sapphire blue petals and a yellow "blotch." These features are portrayed beautifully on the floor-length iris skirt, which has a soft drape reminiscent of regal velvet. To create the garment, Faye allowed hundreds of iris buds to open in her warm studio for about two days. When the flowers were ideal, she moved buckets into her cooler to hold at the right stage.

Construction took place the day before the photo shoot, beginning with a tulle underskirt that supports the flowers, about 600 of which Faye individually stitched to the fabric.



She worked upward, from the hem to the waistband, laying a row of blooms over previous row to hide the cut stems. Two types of native huckleberry finish off the hem, adding flair, depth and contrast.

A mass of open irises felt too voluminous for the bodice, so instead, Faye dressed her model in a ballet-style jersey top and wove flowers into a botanical stole for the shoulder detail. "The stole has a fabric base and a chicken wire-like sausage, which I sewed on to build the structure," she explains. "I added greenery and glued on the irises, hyacinth, tulips -- all from Sun Valley, plus some hellebores from my garden."

Faye's own property and an ancient, multi-trunk bay tree serve as the moody setting for this luxe iris garment. She "planted" 400 extra irises in the ground beneath the tree, using their clustered placement to suggest a naturalized floral meadow. "Now, I really want someone to let me do this for a wedding, because irises held up so well," she says.

The yellow eyes of the deep blue iris resemble flecks of sequins against the richly-colored skirt -- they seem to have a reflective quality, even on a foggy, wet day in late March.

## CREATIVE CREDITS

Morgan Mireles, Model | Angela Cheung, Onyx-Private Holistic Studio, Hair & Makeup  
Leon Villagomez Photography

## FLOWERS

Sun Valley Flower Farm (Arcata, California)

FLORAORGANICADESIGNS.COM | @FAYEKRAUSE



## FLORAL HARVEST

RAYNE GRACE HOKE, FLORA'S MUZE

**R**ayne Grace Hoke envisioned a floral version of her family's collection of heirloom crazy quilts and drew from the extensive flowers, greenery and herbs at Johnny's Selected Seeds' research farm in Albion, Maine. She was mesmerized by the varieties at Johnny's 40-acre certified organic farm, ready to harvest at the peak of the season.

"I let the palette of organic botanicals 'speak' to me, as their twists and swirls, colors and shapes influenced this

dress design," she says. "The setting and flowers lent themselves to the natural progression that allowed me to turn our model into a flower harvest goddess. I created a pattern with flowers to mimic fabric for the dress's bodice. Grasses of all types created the garment's skirt. The key to constructing this look was to make sure the undergarment we used was fitted and could support the weight of the flowers." She continues: "I hope my love for the stunning beauty of Maine comes through, as well as love for what I do as an artist."

### FLOWERS

Johnny's Selected Seeds (Albion and Winslow, Maine)

### CREATIVE CREDITS

Mary Yarumian, Model, Hair & Makeup  
Hillary Alger, Design Assistance  
Kristen Earley, Johnny's Selected Seeds photographer  
and Pinchbeck Photography

FLORASMUSE.COM | @FLORASMUSE



## 1960'S-INSPIRED MINI-DRESS

JENNY MOORE-DIAZ

**J**ur brave, boundary-pushing young woman is wearing 1960s Vogue attire created from gerbera daisies," says artist and photographer Jenny M. Diaz. "The '60s were such a pivotal decade for women. Women were demanding more inclusion in the workforce, equal pay and control of their personal rights.

"I chose the city of Fresno as my backdrop because many of the structures date back to the '60s. The gerbera daisies are strong, not only in their appearance, but also how they create a pattern on

the dress. Our gray background contrasting with a beautiful model in my bright gerbera dress made for a perfect combination. We wanted to show how strong women can be -- on the rooftop, looking out into the world, hanging over the edge, riding a skateboard -- all while looking stunning. My hope is that when someone sees this look, they are inspired to push themselves further. I am a graphic designer who wanted to push myself to create this look from start to finish. Yes, I was absolutely terrified, but I stepped out of my comfort zones and jumped in head first!"

### FLOWERS

Dramm + Echter (Encinitas, California)

### CREATIVE CREDITS

Kara Trukki, Model | Sixx Valenzuela, Hair & Makeup  
Jenny M. Diaz Photography

JENNYMDIAZ.COM | @JENNYMDIAZ

# EFFLORESCENT

TARA FOLKER, SPLINTS & DAISIES



Tara Folker has been designing flowers for more than two decades, having opened a dried florals and woven basketry business when she was 19. Coming from a family of artists on her mother and grandmother's side and of plant lovers on her father's side, Tara concludes "things mixed for me and I ended up in artistic florals."

While Tara doesn't describe herself as a fashion designer, she has produced a number of wearable floral garments for styled shoots. "I call it my play time, because it's when I can actually do what I want to do. As anyone in the wedding industry knows, you don't always get that. With styled shoots, I'm going to do what I love."

On product sourcing, Tara explains: "Using American-grown flowers happened without my really knowing it was a 'thing.' My approach has always been, 'of course you want to use flowers that are local; of course you want everything to be as organic as possible.' If I can grow it myself, awesome. If I can't, there are local

flower farms. This has been a thing for me much longer than it started becoming a trend."

Tara imagined a semitransparent floral cape that would showcase all of the fresh flowering bulbs, draping fluidly from the model's form. "I didn't want to do a dress or a skirt again, but I wanted to create something wearable that was new to me, too, so that I could feel satisfied with the design."

Ashley's style, juxtaposed against the soft, romantic, feminine florals, emoted an almost fantasy-like narrative. Tara envisioned a short shrug or capelet with sleeves, but while building the underpinnings with chicken wire, she realized sleeves would restrict Ashley's movement and feel stiff. For a tall, lanky model, that didn't make sense.

"In the end, the chicken wire is almost like a scarf that lays across her shoulders. With not much of a base, the flowers themselves became the garment," Tara says. "The flowers were tied onto the wire to hug her shoulders."



## CREATIVE CREDITS

Ashley Garner, Model | The Bonafide Ginger, Makeup  
With Love and Embers Photography

## FLOWERS

Sun Valley Flower Farm (Arcata, California), including iris, tulip, calla lily, ornamental cabbage, sword fern and wild huck

SPLINTSANDDAISIES.COM | @SPLINTSANDDAISIES



# FARM TO

# *Tabletop*

Meals and gatherings  
with locally-grown  
flowers at the heart of  
the table.

Eleanor Blackford of Seattle-based bash & bloom created the reception florals for a magnificent curved table in the woods at Copper Creek, a historic lodge located outside the entrance of Mt. Rainier National Park. Planning by Wonderstruck Event Design.



## FLORAL TOURISM COMES TO THE FARM

MY GARDEN OVER FLOWETH | MYGARDENOVERFLOWETH.COM | @MYGARDENOVERFLOWETH

The little town of Paterson, Washington, population 213, overlooks the expansive Columbia River across which is the state of Oregon. This is one of Washington's top wine regions; thus, a popular wedding destination for couples throughout the West.

And in the midst of it all lives Teresa Engbretson of My Garden Over Floweth. She and her daughter Katie Elliott are a farmer-florist team who have developed a vibrant and beautiful business centered around growing cut flowers in the same climate in which local grapevines thrive, while also operating a full-service design studio that doubles as an event and workshop space, a retail farm store and flower shop.

The Engbretson family also raises grass-fed cattle on their 80-acre farm, and in 2018, Teresa and Katie acted on their dream of serving a farm-to-table meal to showcase local produce, beef, wine and flowers by hosting their first *al fresco*-style dining event.

The full-length covered porch along the south side of the studio offered the best place for a long row of tables and My Garden Over Floweth's collection of retro and vintage chairs.

For the first dinner, Teresa prepared a plated meal for eighteen guests, using the farm's commercial kitchen. The following year, they invited a guest chef and

Ultimately, the dinner series is a way for Katie and Teresa to give back, connect with potential customers, be part of their agriculture community, and market their flowers.

Water From Wine Winery, a neighboring winery, to partner with them. The seasonal menu featured dishes like cured tuna with golden beets as the appetizer, wild mushroom risotto and Moroccan lamb, complete with wine and beer pairings for each course. With a guest chef handling menu planning and cooking, Teresa joined Katie as co-host. "The dinner allowed us to promote other local businesses close to us," Katie says.

The guest count grew to 30 for the second year, with floral customers, former wedding clients, and locals signing up for the \$95-per-person event.

The evening began with a glass of Sangria spiked with local chilies. "We led the guests through our gardens and flower fields, which aren't normally open to the public, so it's a special treat," Katie adds. The guided tour gives Katie and Teresa a platform to share about each floral variety they grow, including lisianthus and dahlias, two of their specialties.

The table arrangements feature flowers that guests "met" in My Garden Over Floweth's fields just moments before. For decor, Katie and Teresa draw from their collections of vessels, linens and dishes, items often used for local wedding clients. "We've used our special copper vases from Mexico, or scattered bud vases and votive holders," she says. "Our floral palette is determined by the fields and what's in season," Katie says.

Ultimately, the dinner series is a way for Katie and Teresa to give back, connect with potential customers, be part of their agriculture community, and market their flowers. Welcoming guests to the farm is not only a business strategy, it's integral to who these women and their families are. "Not many people get to experience a small farm and we want to change that," Katie says.



Nicki Laurenti Photography



## YOU'RE INVITED

A GARDEN PARTY: AGARDENPARTYLLC.COM | A MILKHOUSE PARTY: AMILKHOUSEPARTY.COM

A Garden Party Florist, a wedding and event floral studio, is located 45 minutes from Philadelphia and a one-hour drive to several popular Atlantic coast venues. But sisters Dawn Clark and Mary Coombs, who founded the business in Elmer, New Jersey, 13 years ago, contend they're "kind of in the middle of nowhere."

As with the famous line, "if you build it, they will come," the women have discovered that offering a country event space filled with charm has been the best new-business move they've made. "That one-hour radius to major markets has been a beautiful thing," Mary says.

A Milkhouse Party, their four-year-old endeavor, resides in a dairy building once run by their late grandfather, Leon M. Tice. Together the tank

room, small office and milking parlor add up to a 2,000-square-foot venue that plays host to groups as large as 45. They call the space "a refuge to collaborate, create and celebrate."

Long shuttered and relegated for storage, the dairy structure and the surrounding 93-acre farm moved into Mary's hands in 2012 after she and her husband purchased the property. "It hadn't been a running dairy operation since the 1990s," she says. "We took about a year to clean it out. While doing so, I noticed that the light inside was really nice. At first, Dawn and I thought it could be a place to store props, but then we realized it would be perfect for the DIY wedding parties we hosted."

They self-funded the renovations, wanting to do so without borrowing capital. "We wanted to take it

*"Having this event allows me to play up the space the way I dreamt about it from day one, full of flowers, full of color."*

back to the bare bones," Mary says. "Now our family treasures decorate the tile walls and the concrete floors - and people love it." Retro lighting, cafe seating and chalkboard signage lend a playful style to the space. Climate control allows for year-round use, with A Milkhouse Party hosting 60 private events in 2019, including baby showers, birthdays, anniversaries and workshops.

A Milkhouse Party is also a destination for Dawn and Mary's farm-to-table events. The milking parlor's quirky configuration allows for long tables that accommodate 18 people on two elevated sides and nine guests in the center. Cafe lights and multicolored glass chandeliers hang from the ceiling, adding a festive vibe to the space once home to dairy cows.

Mary and Dawn's annual dinner celebrates summer's bounty with food and flowers.

"Having this event allows me to play up the space the way I dreamt about it from day one, full of flowers, full of color," Mary explains. "The kind of party I like to host and attend has music in the garden and also some kind of hands-on activity. Of course, our 'craft' is a build-your-own-bouquet bar with locally-grown flowers. It's just a great experience to share that with people."

Ties to farmland are important to both the sisters, who point out that A Milkhouse Party is the first business in their state to receive a special use permit for operating a non-farm business on preserved farmland. "We're restoring the farmland like it should be," Mary adds. "The property looks nice; we've planted flowers. Basically, we're two farm girls. It's nice go to the fancy ballrooms of Philadelphia, but I wanted a place where we could bring our family."



Grove Photography



## FLORAL R+R

TOBEY NELSON WEDDINGS + EVENTS | TOBEYNELSON.COM | @TOBEYNELSONEVENTS

Florist and event producer Tobey Nelson lives and works on Washington's Whidbey Island, a verdant place surrounded by saltwater.

She knew Whidbey was special and she wanted to lure other floral designers there. "I started to dream of what a really awesome workshop would look like, taking ideas from ones I've been to and adding my own fantasy plans."

The first Whidbey Flower Workshop took place in late April 2017, highlighting floral artist and educator Susan McLeary as lead instructor, along with stylist Kaleb James Willis of the design studio Kaleb Norman James.

"My ultimate floral muse, plus a small group and a beautiful setting for learning and photography -- it all

came together," Tobey says. She designed the two-day experience with her signature "down-to-earth luxury" vibe, including couture flowers, luxe props for styling, models, gowns and delicious food.

Offered as a floral retreat, the workshop and its venue had a lot to do with that allure. Comforts of Whidbey, owned by Carl and Rita Comfort, is located on 22 acres just outside the quaint seaside town of Langley. The location offers gorgeous views, vineyards, a tasting room large enough to accommodate the workshop and its concluding farm-to-table group dinner, as well B&B accommodation for out-of-town students.

Tobey's marketing hook: Come to Whidbey in late spring, before the craziness of your wedding season makes it impossible to leave your shop or studio, and

study new skills with a hot designer, all while treating yourself to a relaxing work-cation.

The vacation message resonated with several students who arrived a day early to tour the island, including visits to local flower farms that grew ingredients for the workshop.

After spending their morning designing foam-free centerpieces and hand-tied bouquets, the attendees joined Kaleb Willis's session on table-scaping. Students learned about creating impact through layering, with an emphasis on styling for photography. The experience not only taught valuable styling and accessorizing techniques; it created a platform for the intimate closing banquet. On the third day, Susan McLeary led the group through floral wearables and then hands-on design collaboration to fabricate and install a foam-free, floor-to-ceiling botanical sculpture. The piece "framed" one end of the table, creating a

focal point for the celebratory meal. It also taught participants how to create a similarly-engineered piece of floral art for future commissions.

After they completed the alluring setting for dinner, attendees donned floral headpieces and botanical jewelry and gathered along both sides of the long, lushly adorned table. They were joined by instructors, local flower farmers who had supplied their flowers, and other special guests. With a menu by Serendipity Catering + Events, the meal was both beautiful and delicious, serving as the capstone experience that fulfilled all of Tobey's dreams for what was the first of a continuing series of the Whidbey Flower Workshop. "I found it so fulfilling to see people excited about what excites me, such as foam-free florals. The best part, though, was the emphasis on trusting your creativity and pushing yourself as an artist. To watch people, do that . . . it was exactly what I wanted this workshop to be for people."

*The best part, though, was the emphasis on trusting your creativity and pushing yourself as an artist. To watch people, do that . . . it was exactly what I wanted this workshop to be for people.*



Sullivan & Sullivan Photography



## FLOWERS, WINE + FRIENDS

CROWLEY HOUSE | CHFLOWERS.COM | @CROWLEYHOUSE

In the hamlet of Rickreall, Oregon, about one hour south of Portland, a curving country lane called Crowley Road will lead you to a beautiful homestead called Crowley House.

The circa 1870 farmhouse is surrounded by flourishing gardens, lush and colorful fields, resident wildlife, and the bustle of creativity inside the design studio, a former garage.

In 2012, Beth and Jason Syphers yearned for a lifestyle that allowed Beth to work from home and spend more time with their children, Rilley and Brayden. When Beth found the charming house with three acres of land and a 100-by-30 foot high tunnel while searching Craigslist, she was smitten. The family left their suburban McMinnville life to move to the country. “We love it

here,” she says. “Every morning it’s ‘pinch-pinch.’” Beth soon added “flower farmer” to her other talents in visual merchandising, event production and floral design.

She spent several years producing flowers for wedding ceremonies, but event florals took Beth and Jason away from their homestead. At the same time, whenever Beth hosted wreath workshops or floral classes, she discovered that the attendees didn’t want to leave. They enjoyed the educational experience but also loved the chance to wander through the property - what Beth describes as “basically a huge cutting garden.”

As Crowley House became a farm-to-table venue for private groups and gatherings, a few event models have taken shape. There’s the popular “Sip and Clip” series, designed and led by Beth and Rilley. Often held monthly

“When we have guests who have never been to a farm, let alone a flower farm, you see their faces light up -- they are happy here. That, to me, is rewarding.”

on Friday evenings, it’s a draw for couples or groups of friends who want to gather but not bar hop. The cost is usually \$55 per person, with frequent return guests. “We fill these really fast and I try and keep the guest count under 20. I provide all of the food and the flowers and we create the ambience for people to experience wine and flowers.”

Crowley House also tailors events in partnership with other area businesses. “Since we’re in wine country, we know a lot of talented, young winemakers. They usually don’t have a big, multi-million dollar space to host people, but they make incredible wine,” Beth explains. “One way we can support them is to let them showcase their wines here at Crowley House, and invite their customers. I’ll mix in something that we’re doing with the table centerpieces, or I’ll let guests take a bucket and clippers to enjoy the garden. It’s not like we’re teaching;

we’re just encouraging them to experience Crowley House Farm.”



At a recent summer soiree, hosted with Suzor Wines, Crowley House invited other local businesses to be part of a “pop-up” artisan market. Guests paid \$89 to attend the party, where they made flower crowns and enjoyed a light menu of salads created from Crowley House’s vegetable garden. One vendor displayed vintage fashions and the winery offered tastings.

These specialized events are successful, helping build a Crowley House following far beyond the Willamette Valley. “It’s such a special place. Coming here is like a retreat. When we have guests who have never been to a farm, let alone a flower

farm, you see their faces light up -- they are happy here. That, to me, is rewarding.”



Rilley Syphers and Kyle Johnson

# TABLETOP INSPIRATION



1

A botanical palette reflects the late-summer/early-fall florals harvested at Maine's Jordan Farm, and tablescaping is part of the collaborative workshop led by Rayne Grace Hoke and Laura W. Tibbetts.

**FLORAL DESIGN** Student design from a workshop at Jordan's Farm, Cape Elizabeth, Maine, led by Rayne Grace Hoke of Flora's Muse and Laura W. Tibbetts of Midcoast Blooms  
[florasmuse.com](http://florasmuse.com) | [@florasmuse](https://www.instagram.com/florasmuse)  
[midcoastblooms.com](http://midcoastblooms.com) | [@midcoastblooms](https://www.instagram.com/midcoastblooms)  
 Photo Credit: Patricia Takacs



2

With New England-grown flowers featuring the best of late September's harvest, designers gathered and created lush centerpieces for their workshop's final event, a farm-to-table meal served inside an historic barn at Knoll Farm. The flowers were grown by Walt Krukowski of Mountain Flower Farm and Jessica Wichter of Understory Farm.

**FLORAL DESIGN** Student design from a workshop at Knoll Farm, Waitsfield, Vermont, led by Kelly Shore of Petals by the Shore and Mary Kate Kinnane of The Local Bouquet  
[petalsbytheshore.com](http://petalsbytheshore.com) | [@petalsbytheshore](https://www.instagram.com/petalsbytheshore)  
[thelocalbouquet.com](http://thelocalbouquet.com) | [@thelocalbouquet](https://www.instagram.com/thelocalbouquet)  
 Photo Credit: Taken by Sarah



3

The table is set at Rathvinden Farm, an organic flower farm in Belgrade, Montana, with a centerpiece designed by Remy Brault. "All of the flowers were sourced from this farm, along with a few I grew at my home. The idea was to stay within Bozeman for everything -- the venue, flowers, and food!" The centerpiece includes 'Cafe au Lait' dahlias, hellebores, sweet peas, ninebark foliage, nigella, grasses, sedum and cosmos.

**FLORAL DESIGN** Remy Brault, Labellum, Bozeman, Montana  
[labellumflowers.com](http://labellumflowers.com) | [@labellumflowers](https://www.instagram.com/labellumflowers)  
 Photo Credit: Fran Ze Photography



4

Kelli Galloway partnered with Modern Kicks Event Planning to design this dreamy tablescape at M&D Farms, a wedding destination in the Catskills. "It's a very romantic garden-style venue, so we wanted to play off of that light, soft, spring palette," she explains. With garden roses from Grace Rose Farm in California, and perennials and herbs cut from local farms, the flowers set the mood.

**FLORAL DESIGN** Kelli Galloway, Hops Petunia Floral, Kingston, New York  
[hopspetunia.com](http://hopspetunia.com) | [@hopspetunia](https://www.instagram.com/hopspetunia)  
 Photo Credit: Kelli Galloway



5

Inspired by the seasonal beauty from farms across the U.S., Ashley Fox of Ashley Fox Designs creates an exciting tabletop with a quiet palette. 'Koko Loco' roses are grown by California's Ella Rose Farm. Other botanicals, including delicate lavender meadow rue, are sourced from Twin Cities Flower Exchange, which provides flowers from Minnesota farms.

**FLORAL DESIGN** Ashley Fox Designs, Woodbury, Minnesota  
[ashleyfoxdesigns.com](http://ashleyfoxdesigns.com) | [@ashleyfoxdesigns](https://www.instagram.com/ashleyfoxdesigns)  
 Photo Credit: Ashley Fox



6

"We blended our 'Flowers Everyday' campaign with American Flowers Week," Tammy Myers says of the lilacs, poppies, anemones, tulips, narcissus and other vibrant botanicals and bold foliage. "We paired the arrangement with vintage linens and accessories for a vignette designed by Callie Holcomb of Holcomb Weddings & Events, photographed at Oddfellows Café + Bar in Seattle."

**FLORAL DESIGN** Tammy Myers, LORA Bloom, Seattle, Washington  
[lorabloom.com](http://lorabloom.com) | [@lorabloom.flowers](https://www.instagram.com/lorabloom.flowers)  
 Photo Credit: Missy Palacol Photography



7

Kelly Shore clipped direct from the flower fields at Plant Masters in Gaithersburg, Maryland, to design an abundant centerpiece bursting with autumn's best blooms and foliage: dahlias, zinnias, hydrangeas, celosia, ornamental cabbage and herbs. Seasonal vegetables, apples and gourds reflect the bounty of harvest and complete the setting.

**FLORAL DESIGN** Kelly Shore, Petals by the Shore, Damascus, Maryland  
[petalsbytheshore.com](http://petalsbytheshore.com) | [@petalsbytheshore](https://www.instagram.com/petalsbytheshore)  
 Photo Credit: Kirsten Smith Photography



8

Mary Simmons combines natural elements with modern sensibilities. "I wanted to celebrate spring blooms with a moody edge," she says. "By harmonizing vibrant florals with an ultra sleek, industrial backdrop, both elements are elevated. The centerpiece features local tulips, ranunculus, poppies, forsythia, daffodils, fritillaria, mimosa, kumquats, ferns, ivy berries, and agonis foliage.

**FLORAL DESIGN** Mary Simmons, Persephone Floral Atelier, New Haven, Connecticut  
[persephonefloral.com](http://persephonefloral.com) | [@persephonefloral](https://www.instagram.com/persephonefloral)  
 Photo Credit: Studio 29 Photography



SECTION 6

# SLOW *Weddings*

Florists design for couples who value seasonality, sense of place and sustainability.

Kelly Sullivan of Botanique designed personal, ceremony and reception florals for a client's quintessential wedding held at Chateau Lill in Redmond, Washington.



# I DO, ALOHA STYLE

GRACE FLOWERS HAWAII | GRACEFLOWERSHAWAII.COM | @GRACEFLOWERSHAWAII

*H*aina Kai' is the family estate of architect Nick Civitano, and when he and his fiancée Alison Grace Higgins, owner of Grace Flowers Hawaii, began to plan their wedding, the beautiful Big Island property and its sweeping ocean views was the couple's first choice for a ceremony location.

The residential scale and tricky access to the secluded bluff where the groom's parents established a family home in the early 2000s dictated that the vows and a celebratory dinner to follow would be both intimate and take place outdoors. The bride, one of the busiest wedding and event designers on the Big Island, wanted to create all the florals herself. Alison's love of purple combined with Nick's love of yellow determined the palette. She added orange hues and orchid-pink to the scheme and used ombre-styling to blend a warm to cool gradient.

The wedding's "Old Hawaii" vibe recalled a time when couples exchanged leis with one another and with their family members and other guests.

Knowing she would be adorned with an abundance of fresh flowers inspired Alison to select a simple dress

that wouldn't compete with tropical and temperate-grown flowers sourced primarily from Hawaii flower farms and nurseries, blooms which she wore in her hair, carried in her hands and draped around her neck.

A curtain of white lilies, purple and white Crown flowers and rosebuds hung in strands from a 7-foot diameter circle arch, designed and built by Nick.



Similar strands of flowers were suspended from a copper-hued table arbor that stretched along the length of the reception's farm tables.

Alison's hand-tied bridal bouquet incorporated her husband's favorite calla lilies in a terracotta-orange hue, combined with a luxurious collection of tropical foliage and

local orchids. "The bouquet has four different types of Cattleyas, some Phalaenopsis and three varieties of Cymbidiums. I also added gorgeous local dahlias."

Alison and Nick spoke their vows in front of the lavish circle arch, which framed the ocean beyond and paid homage to local flowers, fruits, palms and coconuts.

"The look I was going for was really to create a wow factor with flowers," she says. "Our wedding was intimate and private, and it ended up being just gorgeous."

## CREATIVE CREDITS

Hearts and Stars, Hair/Makeup | BHLDN, Dress | Big Island Tents, Rentals  
The Happy Crumb by Dominique Civitano, Cake | Color Catering, Food  
Big Island Glass and Art, Plates and oil lamps | Sarah Anderson and Anna Pacheco, Photography

## FLOWERS

Hawaii: Esp Nursery, Hawaii Isle Flowers, J and D Farms, Pacific Floral Exchange, Poppa's Orchids, Shogun Orchids, The Orchid People, Virgin Farms, and California: Mayesh Wholesale Florist.

# NORTH STAR

THE LOCAL BOUQUET | THELOCALBOUQUET.COM | @THELOCALBOUQUET

Based in Little Compton, Rhode Island, a short drive from Newport, one of the country's most popular locations for destination weddings, Mary Kate Kinnane's wedding and event floral business is called The Local Bouquet. Her web site clearly communicates her values:

## A MISSION TO SUPPORT THE AMERICAN FLOWER FARMER

At The Local Bouquet we have taken the two things we love -- weddings and fresh, seasonal flowers -- and combined them to bring you the most beautiful designs for your special day. We are committed to creating gorgeous floral decor that compliments the chosen time of year of your wedding using 100% local and American-grown flowers only.

Mary Kate rebranded her business in January 2016 with the tagline "American Grown Weddings." The shift has allowed her to market to New England couples choosing Nantucket, Martha's Vineyard, Newport and other coastal venues.

Like florists in many parts of North America, sourcing domestic blooms during the winter months takes extra effort. So Mary Kate gave herself a challenge to design an all-U.S.-grown winter wedding, gathering with fellow creatives to document the experience. Topnotch Resort in Stowe, Vermont, served as the snowy New England setting where the bride wore L.L. Bean boots and the groom carried cross-country skis over his shoulder.

"I wanted to paint a picture of what a ski weekend wedding looks like and create something beautiful that reflects my mission of designing with American-grown flowers -- even during the winter months," she points out. The floral recipe included seasonal ingredients like Pieris foliage, ferns and pussy willow branches. Mary Kate also sourced California-grown blooms, including anemones, white spray roses, parrot tulips, ranunculus and hellebores, keeping a classic palette of green-and-white. "This could be appropriate for the snowy mountains of Vermont or seen as a springtime wedding centerpiece," she observes.

The Local Bouquet is influenced by seasonality and the availability of locally-grown flowers and foliages during spring, summer and fall. Mary Kate works closely with area flower farms, regularly featuring growers in a "Meet the Farmer" series on her blog and teaching

design workshops focused on the farms' most popular seasonal flowers, such as peonies or dahlias. "For me, this business will only grow if people hear about our mission and get to experience the beauty of American grown flowers first hand."

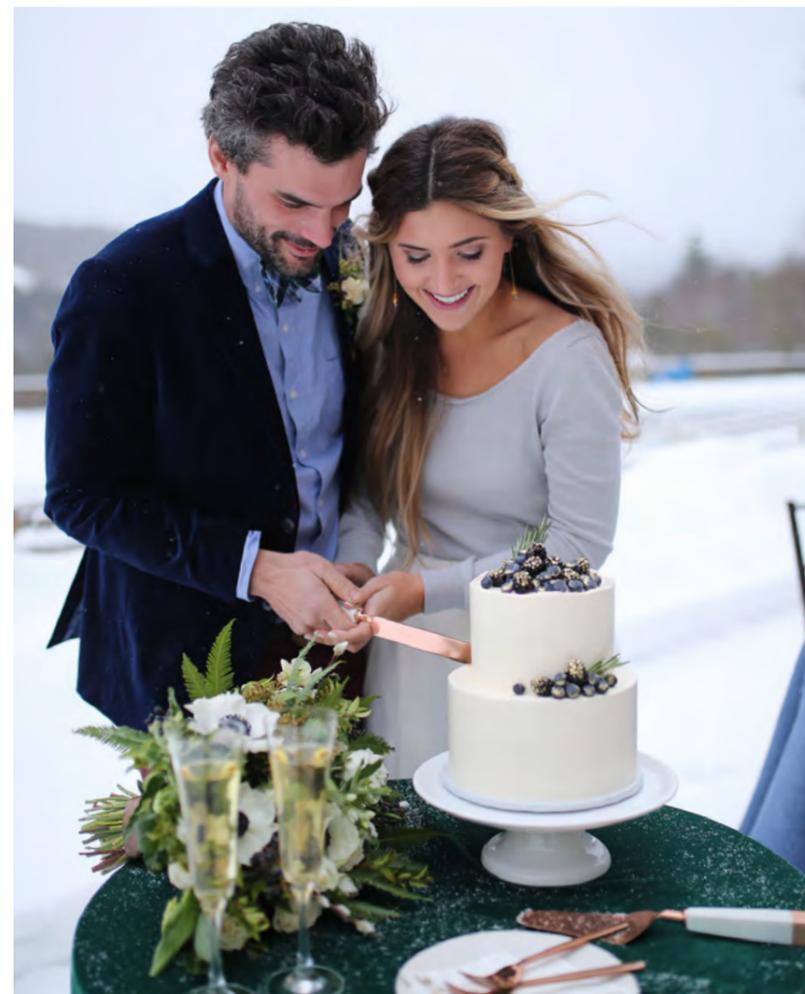
Mary Kate uses engaging floral imagery like this storybook wedding to share her design aesthetic and her commitment to a seasonal approach, ultimately capturing the hearts of prospective clients.

## CREATIVE CREDITS

Love Bird Bridal Shop, Attire | Cake, Isis Cakes | Black Bow Events and Peak Event Services, Planning | Peak Event Services, Rentals  
Maaik Bernstrom Photography

## FLOWERS

DV Flora, Sewell, New Jersey





# BACK TO NATURE

JACKLILY SEASONAL FLORAL DESIGN | JACKLILYFLORAL.COM | @JACKLILYFLORAL

*J*estination weddings in The Rogue Valley have been made popular by the proliferation of wineries, ranches and other romantic venues, not to mention Ashland's famous live theatre scene. Many couples embrace Southern Oregon's unique character by choosing locally-grown flowers. They often find Isabella Thorndike Church, owner of Jacklily Seasonal Floral Design. Isabella grew up helping her mother Joan Thorndike grow flowers at Le Mera Gardens and she continues farm there while also designing local-only wedding florals.

clusters of delicate grasses to hold, reflecting the natural landscape. "I came up with the concept based on the bride's desire for simplicity," she explains. The bride carried white lace-cap hydrangeas, mini-carnations, ranunculus and peonies. "Rarely do all these flowers bloom at once. But this wedding was miraculously timed and I was speaking sweetly to the last remaining ranunculus and peonies to hold on as long as possible to be in bloom for this event," she says.



The ceremony took place near the river's edge, as the couple stood before a "ground arch" formation made with mixed dried grasses to echo what the

Isabella is flexible with prospective brides who ask her to design their ceremony's personal flowers but wish to use Le Mera Gardens' flower truck option for bulk blooms that they design themselves.

bridesmaids carried. Isabella wanted these pieces to be versatile so they could be reused as reception decor. "I used different-colored grasses and dried bracken fern, with white larkspur from Le Mera Gardens -- in fact, we used every stem of larkspur from my mother's farm, no matter how big, small or crooked," she laughs.

"I have an intimate relationship with what is in the fields. I think it allows me to be a much better designer because I can choose flowers at specific stages or with unique character for my clients' bouquets or arrangements when I'm harvesting for Le Mera Gardens," she says.

The couple originally discovered Jacklily Seasonal Floral Design via its Instagram feed. "I am very upfront about my principles, both about design and ecological and social values," explains the sustainably-minded designer. "This couple initially came to me for an aesthetic choice, but my approach ended up resonating with them."

Strong connections to family property on the Rogue River drew one Portland couple here for their wedding ceremony. Isabella designed the bridal bouquet with a mix of pure white blooms and gave the bridesmaids



## CREATIVE CREDITS

Artistry Reina, Hair/Makeup | The English Dept., Dress | On the Side Events, Rentals  
Your Perfect Bridesmaid, Event Coordination | Katy Weaver Photography

## FLOWERS

Le Mera Gardens (Talent, Oregon) | Waterleaf Farm (Ashland, Oregon)



## BROOKLYN IN BLOOM

MOLLY OLIVER FLOWERS | MOLLYOLIVERFLOWERS.COM | @MOLLYOLIVERFLOWERS

Molly Culver's floral aesthetic is deeply rooted in her background as a food and flower farmer, agricultural educator and sustainability advocate. Her style is nature-inspired, wild and romantic. "I want my designs to feel natural and elegant, with a touch of whimsy," Molly says. She is as motivated by the urge to create beautiful floral designs as she is by a commitment to sustainability.

"The driving force for me in the beginning was to have a business that supports local farmers, highlights seasonal flowers and that makes as small a footprint as possible."

After eight years juggling two equally-demanding roles, as both the co-manager of the one-acre Youth Farm in Crown Heights, Brooklyn, and owner of Molly Oliver Flowers, a wedding and event studio, she recently shifted her full attention to floral design.

Molly works from a 600-square-foot studio in an

industrial building that houses artists and makers in Brooklyn's Gowanus neighborhood. She has spent years developing relationships with growers who now deliver to Brooklyn, especially from June through mid-October when the supply of local flowers "really starts to rev up," she says.

The seasonal floral palette of late-blooming dahlias and companion flowers was ideal for a small wedding ceremony and reception that took place in late October, held at a Tuscan-themed bistro in Brooklyn's Carroll Gardens neighborhood.

"The bride's color preferences were pale pinks, deep reds, golds, greens, copper and bronze -- and she told me she loved dahlias, cosmos and roses," Molly recalls. Mother Nature delivered, and the muted fall floral and foliage palette looked stunning in the semi-industrial brick environment and against a graffiti-embellished wall in the same neighborhood where the couple's portraits were taken.

### CREATIVE CREDITS

Frankie's Spuntino, Venue and Menu | Miho Aikawa, Photography

### FLOWERS

Brooklyn Youth Farm (Brooklyn, New York), H. J. Hautau & Sons (Branchville, New Jersey), Green Valley Floral, Rose Meadow Farm (Patchogue, New York)



## URBAN ROOTS

GREENSINNER | GREENSINNER.COM | @GREENSINNER

Jimmy Lohr and Jonathan Weber, owners of the greenSinner floral studio, grow their own flowers in the heart of Pittsburgh's Lawrenceville neighborhood. The men are modern-day "gentlemen farmers" who balance wedding and event design with a small-scale, but ambitious growing operation. Jimmy's title is CEO (Chief Eccentric Officer) and Jonathan, a marketing consultant by day, moonlights as "Farmer-General."

"Since our beginnings, we've focused on locally-grown flowers and sustainable practices, including wanting our very own urban micro-farm," Jonathan says. "Our greenhouse and flower beds cover every inch of this property and we currently grow about a third of the flowers we use for weddings and all of our flower CSAs."

Even though their lot is small, greenSinner grows approximately 14,000 stems each season, about 50 percent dahlias and the balance in annuals, perennials and vines. The urban flower farm gives greenSinner competitive advantages when it comes to product

sourcing and creative freedom as designers.

When Molly Krichen and Bill Coleman asked to hold their small wedding ceremony and dinner party at greenSinner, the men said "yes" to their good friends. Explains Jimmy: "So much of that day was about community and friendship. Pennsylvania has self-uniting marriage, which comes from our strong Quaker tradition. So in our state, all you need are two people who love each other and two witnesses."

He designed the couple's personal flowers, calling the bridal flowers, "my fifty-foot bouquet," namely because the dahlias, sunflowers and many of the other stems came straight from the cutting garden.

greenSinner's mission focuses on two things: Designing weddings and events and growing flowers. "We want to grow varieties and colors that we can't source from our local network of farms," Jimmy explains.

### CREATIVE CREDITS

Requiem Images Photography

### FLOWERS

greenSinner Cutting Garden (Pittsburgh, Pennsylvania)



# SEASONAL STYLE

BOTANIQUE FLOWERS | BOTANIQUEFLOWERS.COM | @BOTANIQUE\_FLOWERS\_SEATTLE

Based in Seattle, Kelly Sullivan works from a charming design studio located just steps beyond her backdoor, where Botanique Flowers is surrounded by a vibrant cutting garden that serves as muse. She brings to her design process a deep reverence for seasonality as a way to best express the special time and place of her clients' ceremony.

The selection of plants and flowers that bloom on a couple's wedding day will forever be a touchstone and memory for them, Kelly says. "My design philosophy is based on using flowers that are in season, and specific to a particular moment in time. And my personal design aesthetic is influenced heavily by the fact that I start from a gardening perspective."

Peonies are undeniably a top flower choice of many brides. But the ephemeral perennial usually only blooms during a few short weeks in May and June. Fortunately, for a Seattle couple planning a spring winery wedding, the peony calendar coincided with their ceremony date -- and Kelly worked her magic to highlight coral charm peonies in the bridal bouquet, combining them with other seasonal flowers and

foliages, which she cultivated in her cutting garden, harvested from other gardens and sourced from local growers through the Seattle Wholesale Growers Market. The joyous floral selection also included ranunculus, Chinese fringe flower (*Loropetalum*) and clematis in a range of apricot to burgundy hues. The attendants' bouquets reflect a lighter floral palette than the bride's, with spring-blooming poppies and scabiosa in pale peach tones.



While the personal flowers and the floral palette for the reception are colorful, the couple wanted to keep their ceremony decor more classic.

"White and green make for a very classic look," Kelly says. She filled urns with blooming snowball viburnum branches (*Viburnum opulus*), lending texture and drama. The voluptuous arrangements help to create an intimate setting for the couple, their family and guests.

"I do my best work when I'm given the liberty to choose from the best of what's in bloom," the designer says. "I had a lot of creative freedom to capture the essence of the season -- and this bride chose the perfect window of time for what she wanted."

## CREATIVE CREDITS

Pacific Brides, Hair/Makeup | Calla Bridal, Dress  
Jubilee Event Engineers, Event Coordination  
Anna Peters Photography

## FLOWERS

Botanique Cutting Garden (Seattle, Washington) | Seattle Wholesale Growers Market (Seattle, Washington)





1

**FEATURING** Dahlia, zinnia, marigold and celosia.

**FLORAL DESIGN** Petals by the Shore  
 petalsbytheshore.com | @petalsbytheshore  
 Photo Credit: Taken by Sarah



2

**FEATURING** Dahlia, zinnia, penstemon, broom corn, erigeron, garden rose and foraged sword fern.

**FLORAL DESIGN** Tobey Nelson Events and Design  
 tobeynelson.com | @tobeynelsonsevents  
 Photo Credit: Sullivan & Sullivan Photography



3

**FEATURING** Hydrangea, dusty Miller, pampas grass, oat grass and calendula.

**FLORAL DESIGN** Fleurie Flower Studio  
 fleurieflower.com | @fleurieflowerstudio  
 Photo Credit: Liz Noel Photo



4

**FEATURING** Dahlia, sunflower, persimmon, garden rose, rose hip and amaranth.

**FLORAL DESIGN** Petals by the Shore  
 petalsbytheshore.com | @petalsbytheshore  
 Photo Credit: Taken by Sarah



5

**FEATURING** Lisianthus, rudbeckia, dahlia, cosmos, viburnum berry and foliage, asparagus foliage, eucalyptus, smoke bush and sea oat.

**FLORAL DESIGN** Sunnyside Drive Flowers  
 sunnysidedriveflowers.com | @sunnysidedriveflowers  
 Photo Credit: Maura Black Photography



6

**FEATURING** Red twig dogwood, scabiosa, cosmos, agonis, chocolate lace flower and dahlia.

**FLORAL DESIGN** Petals by the Shore  
 petalsbytheshore.com | @petalsbytheshore  
 Photo Credit: Taken by Sarah



7

**FEATURING** Lace-cap hydrangea, dahlia, goldenrod, ninebark, sword fern and celosia.

**FLORAL DESIGN** Debra Prinzing  
 debraprinzing.com | @dkprinzing  
 Photo Credit: Taken by Sarah



8

**FEATURING** Garden rose, rose hip, echeveria, oak foliage, scabiosa and dahlia.

**FLORAL DESIGN** Margaret Joan Florals  
 margaretjoanflorals.com | @margaretjoanflorals  
 Photo Credit: Grace Katherine Photography



1

**FEATURING** Peony, rosemary and sage.

**FLORAL DESIGN** A Garden Party LLC  
 agardenpartyllc.com | @agardenpartyllc  
 Photo Credit: Lauren Fair Photography



2

**FEATURING** Peony, spray rose, amaranth, fern, dusty Miller, bunny tail grass, Italian ruscus and plum foliage.

**FLORAL DESIGN** Flourish Designs  
 flourishdesigns.com | @flourishflowers  
 Photo Credit: Sarah Maren



3

**FEATURING** Bleeding heart, peony, tulip, apple blossom, narcissus, lilac, chives, gooseneck loosestrife and wild honeysuckle.

**FLORAL DESIGN** BLOOM floral design  
 bloomfloraldesign.com | @bloomfloraldesign  
 Photo Credit: The Weber Photographers



4

**FEATURING** Lily of the Valley.

**FLORAL DESIGN** BLOOM floral design  
 bloomfloraldesign.com | @bloomfloraldesign  
 Photo Credit: Shanel Photography



5

**FEATURING** Double tulip, delphinium, honeysuckle vine, hellebore, sea holly, chamomile, anemone, narcissus, snapdragon, sea holly, chamomile, mint and lavender.

**FLORAL DESIGN** Rose of Sharon Floral  
 roseofsharon-eventflorist.com | @roseofsharonfloral  
 Photo Credit: Two Carters



6

**FEATURING** Icelandic poppy, foxglove, corn cockle, candytuft, scabiosa, nigella, yarrow, dusty Miller and phlox.

**FLORAL DESIGN** Labellum Flowers  
 labellumflowers.com | @labellumflowers  
 Photo Credit: Norman and Blake Photography



7

**FEATURING** Anemone, feverfew, cosmos, nigella, peony, ranunculus, campanula, delphinium and baptisia.

**FLORAL DESIGN** Flourish Flower Farm  
 flourishflowerfarm.com | @flourishflowerfarm  
 Photo Credit: Meghan Rolfe Photography



8

**FEATURING** Icelandic poppy, butterfly ranunculus, pincushion protea, tulip, kumquat and forsythia.

**FLORAL DESIGN** Persephone Floral Atelier  
 persephonefloral.com | @persephonefloral  
 Photo Credit: Studio 29 Photography



1

**FEATURING** Peony, poppy, ranunculus, anemone, butterfly ranunculus, campanula, snapdragon and mock orange.

**FLORAL DESIGN** Local Color Flowers  
[locoflo.com](http://locoflo.com) | [@localcolorflowers](https://www.instagram.com/localcolorflowers)  
 Photo Credit: With Love & Embers



2

**FEATURING** Dahlia, cosmos, amaranth, celosia, ninebark and sea oats.

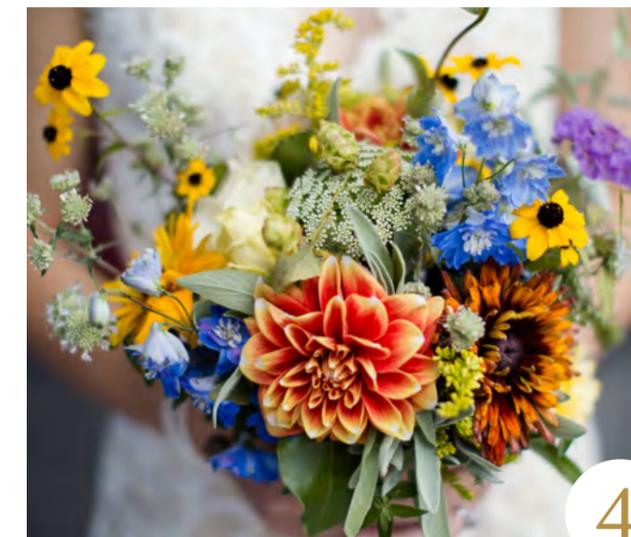
**FLORAL DESIGN** A Garden Party LLC  
[agardenpartyllc.com](http://agardenpartyllc.com) | [@agardenpartyllc](https://www.instagram.com/agardenpartyllc)  
 Photo Credit: KSS Photography



3

**FEATURING** Garden rose, Alaska peony, dahlia, hellebore, scabiosa, astringia and clematis vine.

**FLORAL DESIGN** East Hill Floral  
[easthillfloral.com](http://easthillfloral.com) | [@brandonscottmclean](https://www.instagram.com/brandonscottmclean)  
 Photo Credit: Rachel Tweggs Photography



4

**FEATURING** Dahlia, delphinium, rudbeckia, scabiosa, sage, Queen Anne's lace, goldenrod and hydrangea.

**FLORAL DESIGN** Molly Oliver Flowers  
[mollyoliverflowers.com](http://mollyoliverflowers.com) | [@mollyoliverflowers](https://www.instagram.com/mollyoliverflowers)  
 Photo Credit: Weddings by Two



5

**FEATURING** Dahlia, zinnia, lisianthus, astilbe and olive foliage.

**FLORAL DESIGN** Dandelion House Floral Design  
[dandelionhousefloraldesign.com](http://dandelionhousefloraldesign.com) | [@dandelion\\_house](https://www.instagram.com/dandelion_house)  
 Photo Credit: Shannon Grant



6

**FEATURING** Dahlia, lisianthus, celosia, aster, gomphrena, crabapples, eucalyptus and scented geranium.

**FLORAL DESIGN** Meadow Ridge Perennials  
[meadowridgeperennials.com](http://meadowridgeperennials.com) | [@meadowridgeperennials](https://www.instagram.com/meadowridgeperennials)  
 Photo Credit: Yeah Bud! Photography



7

**FEATURING** Apple blossom snapdragon, autumn olive, bachelor button, baptisia, cosmos, dahlia, delphinium, hydrangea, lysimachia, nandina, orlaya and statice.

**FLORAL DESIGN** Sweet Blossoms LLC  
[sweetblossomslc.com](http://sweetblossomslc.com) | [@thesweetblossoms](https://www.instagram.com/thesweetblossoms)  
 Photo Credit: Stephanie Dee Photography



8

**FEATURING** Crab apple blossom, ranunculus, tulip, rose and butterfly ranunculus.

**FLORAL DESIGN** Flourish Flower Farm  
[flourishflowerfarm.com](http://flourishflowerfarm.com) | [@flourishflowerfarm](https://www.instagram.com/flourishflowerfarm)  
 Photo Credit: Beautiful Life Photography



SECTION 7

SLOW FLOWERS  
*Resources*

A handy guide  
for many of the  
resources highlighted  
in this book.

Rose grower and nurserywoman Felicia Alvarez of  
Menagerie Farm + Flower tours her fields in California's  
Sacramento Valley



1

## FIELD + GREENHOUSE FLOWERS

Photo Credit: Sunny Meadows Flower Farm

### HARMONY HARVEST FARM

hhfshop.com | @harmonyhrvst

**CONTACT** 800-218-8152 or info@hhfshop.com

**KEY CROPS** More than 200 varieties of specialty cut flowers, ranging from flowering bulbs, annuals, perennials, blooming branches and foliages. Largest crops include calla lily, celosia, dahlia, eucalyptus, heirloom chrysanthemum, lisianthus, poppy, scabiosa, snapdragon, sunflower, sweet peas and ornamental grasses.

**AVAILABILITY** May-October

**UNIT SIZE** By the bunch, or in 50- and 100-stem collections by color palette.

**MINIMUM** N/A

Farm direct

### LAUGHING GOAT FARM

laughinggoatfarm.com | @laughinggoatflowerfarm

**CONTACT** 206-799-1358 or awohle@yahoo.com

**KEY CROPS** Peony (70+ varieties), Dahlia, Grasses, Perennials, Woody Shrubs and Trees, Ranunculus, Anemone, Heirloom Daffodils, Hellebores.

**AVAILABILITY** February-October

**UNIT SIZE** Bunch (varies from 5-10 stem)

**MINIMUM** \$100 (farm pickup); full box (shipping; overnight charges apply)

Farm direct

### THE COLUMBUS FLOWER COMPANY

sunnymeadowsflowerfarm.com | @sunnymeadowsflowerfarm

**CONTACT** 614-570-6719 or sales@sunnymeadowsflowerfarm.com

**KEY CROPS** Dahlia, lisianthus, ranunculus and more specialty varieties for events or bouquet-making.

**AVAILABILITY** March- November

**UNIT SIZE** By the bunch

**MINIMUM** N/A

Farm direct and through wholesale florist



2

## PEONIES

Photo Credit: Alaska Peony Cooperative

### ALASKA BEAUTY PEONY COOPERATIVE

alaskabeautypeony.com | @alaskabeautypeony

**CONTACT** 907-299-6964 or alaskabeautypeony@gmail.com

**KEY CROP** Peonies

**AVAILABILITY** July-August

**UNIT SIZE** 5-stem bunch

**MINIMUM** 30 stems

Farm direct

### ALASKA PEONY COOPERATIVE

alaskapeonycooperative.com | @alaskapeonycooperative

**CONTACT** 907-231-9487 or sales@alaskapeonycooperative.com

**KEY CROP** Peonies

**AVAILABILITY** July-August

**UNIT SIZE** 10-stem bunch

**MINIMUM** 20 stems (2 bunches)

Farm direct

### ALASKA PERFECT PEONY

alaskaperfectpeony.com | @alaskaperfectpeony

**CONTACT** 907-235-8116 or sales@appeony.com

**KEY CROP** Peonies

**AVAILABILITY** July-August

**UNIT SIZE** stem

**MINIMUM** 50-stem box

Farm direct

### SCENIC PLACE PEONIES

scenicplacepeonies.com | @scenicplacepeonies

**CONTACT** 907-299-0301 or scenicplacepeonies@gmail.com

**KEY CROP** Peonies

**AVAILABILITY** July-August

**UNIT SIZE** 5-stem bunch

**MINIMUM** 20 stems

Farm direct



3

## ROSES

Photo Credit: Menagerie Farm & Flower

### MENAGERIE FARM & FLOWER

menagerieflower.com | @menagerieflower

**CONTACT** hello@menagerieflower.com

**KEY CROPS** Dahlia, garden roses, tulips, ornamental branches

**AVAILABILITY** Tulips, March-May; garden roses, April-November; dahlia, June-October. Bare root rose plants available beginning in January.

**UNIT SIZE** By the bunch

**MINIMUM** N/A

Farm direct and select wholesale florists

### PETERKORT ROSES

peterkortroses.com | @peterkortroses

**CONTACT** 503-628-1005 or orders@peterkortroses.com

**KEY CROPS** Coxcomb celosia; Anemone, Freesia and Ranunculus; Holly; Oriental & Asiatic Lilies and Maidenhair fern; Lisianthus; Martagon lily; Roses; Stephanotis. Check website for other seasonal crops by variety.

**MINIMUM** \$100

Farm direct and wholesale florists

### ROSE STORY FARM

rosestoryfarm.com | @rosestoryfarm

**CONTACT** 805-566-4885 or info@rosestoryfarm.com

**KEY CROPS** Garden roses

**UNIT SIZE** 10-stems/bunch

You can order a "Sample Bunch" for \$45 plus shipping, which includes a 7-stem bunch of two varieties. Ideal for mockups and trialing of garden roses.

**MINIMUM** N/A

Farm direct



4

## WOODIES + FOLIAGES

Photo Credit: Star Valley Flowers, Inc.

### CHARLES LITTLE & CO.

charleslittleandcompany.com | @charleslittleandco

**CONTACT** 541-746-8077 or charles@charleslittleandcompany.com

**KEY CROPS** Growing over 250 varieties of specialty cut flowers, including ornamental grasses, foliages, annuals, perennials, woody shrubs and trees.

**AVAILABILITY** Seasonal fresh crops and dried flowers year-round

### FERNTRUST, INC.

ferntrust.com | @ferntrustinc

**CONTACT** 800-338-3376 or jana@ferntrust.com

**KEY CROPS** Specializing in "everything foliage"! Florida foliages include leatherleaf, tree fern, aspidistra, pittosporum, podocarpus, monstera and nearly 120 other varieties grown on Fern Trust's third-generation farms.

**AVAILABILITY** Year-round with some seasonal availability

### RESENDIZ BROTHERS PROTEA GROWERS

resendizbrothers.com | @resendizbrothers

**CONTACT** 760-731-3305 or flowers@resendizbrothers.com

**KEY CROPS** Protea, Leucadendron, Banksia, Leucospermum, Filler Flowers, Australian Greens.

**AVAILABILITY** Year-round

**UNIT SIZE** bunch and stem

Wholesale florists and TheProteaStore.com

### STAR VALLEY FLOWERS, INC.

starvalleyflowers.com | @starvalleyflowers

**CONTACT** 608-735-4100 or phil@starvalleyflowers.com

**KEY CROPS** Specializing in woody perennials, including willow (curly, fantail, pussy); forthsythia; colored twig dogwood, lilac, spirea, aronia, flowering crabapple, viburnum, peony, mock orange, clematis, hydrangea, bittersweet, privet, ilex/winterberry (orange, gold and red).

**MINIMUM** \$500

Farm-direct and through wholesale florists



1

### FLORAL GENIUS

hhfshop.com | floralgenius.com | @floralgeniusig

Sisters Jessica Hall and Stephanie Auville acquired the manufacturing rights and equipment to produce pin holders, pin cups and hairpin holders from Dorothy Biddle Service. The product line is now manufactured in Virginia.

### STYLES AND SIZES

Pin Holders: 7/8" – 3-1/2" Available in Natural, Green, and Black

Pin Cups: 1-1/2" – 3-1/2" Available in Natural, Green, and Black

Hairpin Holders: 2" – 3-1/2" Available in Green and Black

Inquire for quantity discounts at info@floralgenius.com



2

### GARDEN PARTY ROSE STEM CLEANER

Invented by Bainbridge Island, WA-based floral artist TJ Montague of Garden Party Flowers (gardenpartyflowers.com) and her industrial designer-husband Gavin Groves, this unique, handheld stem cleaning tool uses a patented design to protect the user's hand from thorns while also minimizing stem damage.

The Rose Stem Cleaner is available through online stores (Online retailers: Amazon.com | Wildflower Seed & Garden Tool Co. | Kinsman Garden Co.) and floral wholesalers. Inquire for quantity discounts (36 unit minimum) at gavingroves@comcast.net



3

### HOLLY HEIDER CHAPPLE EXCLUSIVELY FOR SYNDICATE

Floral designer and educator Holly Chapple teamed up with Syndicate Sales in 2018 to unveil a new line of USA-made mechanic accessories called Holly x Syndicate. Lightweight, reusable and recyclable, the line includes several "egg" and "pillow" cages in a wide range of sizes. The collection allows designers to create bouquets, centerpieces and large-scale installations without the use of floral foam.

**TO THE TRADE** Syndicate Sales, syndicatesales.com

**CONSUMER ORDERS** 46th & Spruce, 46spruce.com



4

### RAW MATERIALS DESIGN

rawmaterialsdesign.com | @rawmaterialsdesign

Janna Lufkin, a photo stylist for top shelter and lifestyle magazines, is the creator and designer for Raw Materials Design, which she launched with her husband Kent Lufkin in 2008. Raw Materials Design uses 100 percent cotton canvas, including natural, railroad stripe and ticking. The product line features a signature double-needle construction and has expanded beyond aprons to include potholders, dishtowels, totes and gift bags. All items are hand-sewn in the Seattle area.

Inquire for quantity discounts at kent@rawmaterialsdesign.com



5

### SYNDICATE SALES VASES + VESSELS

syndicatesales.com | @syndicatesales

Syndicate Sales is a leader in the manufacturing and distribution of floral hard goods. Based in Kokomo, Indiana, Syndicate Sales has an extensive catalog of made-in-the-USA vases for florists including clear and colored glass and plastic vessels.

**TO THE TRADE** Syndicate Sales, syndicatesales.com



6

### THE STYLING MAT

thestylingmat.com | @stylingmat

Designed by Sarah Collier of Taken by Sarah, a fine art and film photographer, The Styling Mat is available in a number of sizes (43-inch round or 40-by-60-inch oval), folds to 20-inches or smaller and fits into a tote bag. Collier designed The Styling Mat for flat-lay and product photography backdrops, with a special eye for floral photography. Each Styling Mat cover is two-sided, portable, foldable and washable with velvets and hyper-realistic printed fabrics such as marble.



7

### VIT CERAMICS

vitceramics.com | @krikristudio

Kristin Nelson of Seattle-based kRI kRI Studio is a ceramic artist whose pin-stripe-adorned vases resonate with florists and collectors who appreciate the uncommon in an otherwise mass-produced world of home decor.

The distinct shapes of the VIT collection are very much influenced by mid-century modern art and architecture. The rainbow of glazes, including black and white, evoke a fresh, Scandinavian sensibility. Inquire for wholesale pricing (\$175 minimum) at krikri@vitceramics.com



8

### HANAH SILK

Hand-dyed, small-batch artisan ribbon is the perfect complement to local and seasonal bridal bouquets. Known for its extensive collection of silk, silk satin and velvet ribbons, Hanah Silk has produced ribbon in hundreds of hues since 1985. One-hundred percent silk and silk satin ribbon is available in various widths up to 4-inches; silk-rayon velvet ribbon ranges from 1- to 2-1/2 inches wide. Custom colors available. Order a full sample set of all color-ways for \$30.

**TO THE TRADE:** Hanah Silk, hanahsilk.com, @hanahsilk

**CONSUMER ORDERS:** Artemis, artemisinc.com

NEW



**ORGANIZED AROUND THE SEASONS**, this spectacular *Florists' Review* bookazine is a selective reprint of 75 of our most popular and interesting how-to design columns from the most recent issues of the magazine. Each spread highlights a step-by-step approach to re-creating a beautifully photographed floral arrangement including tablescapes, bouquets, sympathy displays, weddings and more.

Softcover, 176 pages. **PRICE \$24.95**

ALL-NEW EDITION



**IT'S BACK!! THIS NEW EDITION OF FLOWER ARRANGING** is updated and expanded (nearly 300 pages!) and is again written by Teresa Lanker. It is filled with techniques and "how-tos" to inspire and help beginning florists as well as experienced professionals and flower aficionados who love arranging flowers as a hobby.

Each arrangement has a flower recipe and step-by-step instructions that walk you through the design process, plus illustrative photography and variations on each arrangement that expand on the basics and enable the construction of more advanced designs and the implementation of more creative techniques.

Hardcover, 296 pages  
**PRICE \$39.95**

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Renowned Italian floral designer **FLAVIA BRUNI** shows you how to arrange specific flowers in classic, romantic, geometric and modern compositions. She provides details about materials and suggestions for techniques to help you re-create these beautiful compositions.

Softcover, 128 pages. **PRICE \$19.99**

**A COMPILATION HIGHLIGHTING THE "BEST OF"** editorial from the first two years of the "Slow Flowers Journal" section in *Florists' Review* plus additional original content about contributors and participants in the Slow Flowers movement.

Softcover, 128 pages

NEW

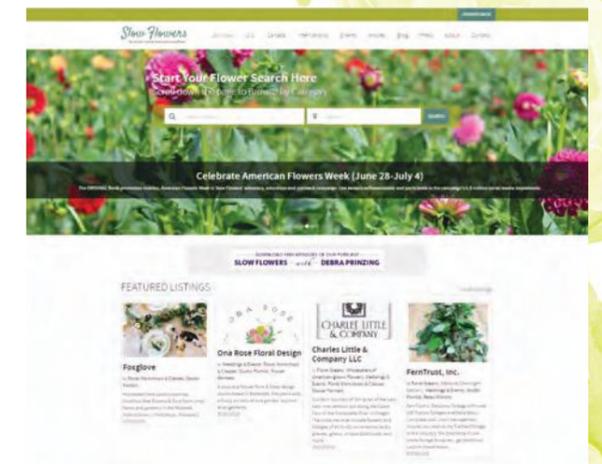


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- Social Media Status #slowflowers
- Farmer-toFlorist Marketplace • Marketing Resource
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[longfield-gardens.com](http://longfield-gardens.com)



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## ABOUT DEBRA



*D*ebra Prinzing is a Seattle-based writer, speaker and leading advocate for American Grown Flowers. Through her many Slow Flowers-branded projects, she has convened a national conversation that stimulates consumers and professionals alike to make conscious choices about their floral purchases.

Debra is the producer of SlowFlowers.com, the online directory to American grown farms, florists, shops and studios who supply domestic and local flowers. Each Wednesday, approximately

3,000 listeners tune into Debra's "Slow Flowers Podcast," available for free downloads at her web site, [debraprinzing.com](http://debraprinzing.com), or on iTunes and via other podcast services. She is the creator of American Flowers Week (June 28-July 4), launched during the July 4th week in 2015. That project inspired the launch of Canadian Flowers Week, supported by Slow Flowers.

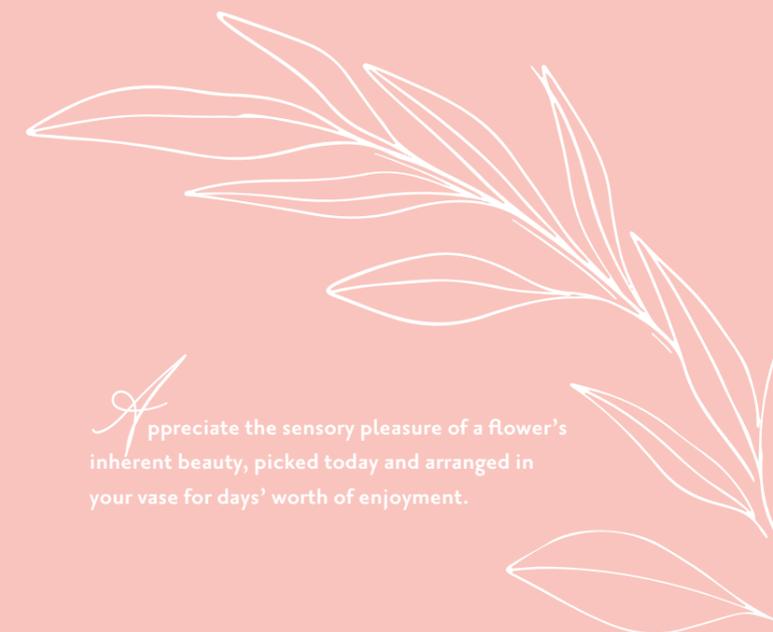
In 2019, Debra was inducted into PFCI (Professional Floral Communicators International) and in 2018 she was the recipient of the American Horticultural Society's "Great American Gardeners" Frances Jones Poetker Award, which recognizes significant contributions to floral design in publications, on the platform, and to the public. Seattle Wholesale Growers Market, a farm-to-florist cooperative, honored Debra in 2016 with their first Growers Choice Award for her "outstanding contributions to revitalizing the local floral community." Also in 2016 she was inducted into the GardenComm Hall of Fame.

Debra is the author of 10 books, including *Slow Flowers* and *The 50-Mile Bouquet*. Debra is also a Florists' Review Contributing Editor for which she produces the "Slow Flowers Journal" section.

## FROM THE PUBLISHER

*S*low Flowers Journal began three years ago as a new editorial project in Florists' Review magazine. Under the editorship of Debra Prinzing, who is affectionately known as the "mother" of the Slow Flowers Movement, we wanted to address a change taking place in the industry that focused on local, seasonal and American-grown botanicals. More and more, floral industry professionals are striving to connect their customers and their communities with flowers that have meaning and relevance in today's lifestyle. Inspired by that cultural shift we have shared many stories about the florists, flower farmers, products, resources and other influential voices in the Slow Flowers Movement. In this publication, we have brought together all of those stories and even added some additional insights and information about the Slow Flowers Movement itself. The highlights in this publication show how many in our industry have embraced "slow" and by doing so helped to foster a new and creative approach to the profession we all love.

Travis Rigby, Publisher



*A*ppreciate the sensory pleasure of a flower's inherent beauty, picked today and arranged in your vase for days' worth of enjoyment.

W

hen you know the farmer and his or her story, you experience a completely different relationship with the bouquet you hold in your hands. One small gesture of purchasing local and seasonal flowers is empowering -- and it can direct the course of an entire industry.



In these pages, I hope you will discover the heart of the Slow Flowers Movement. It's not just about experiencing the sensory pleasures that an heirloom, artisan-grown and arranged flower provides. It's about the stories of individuals motivated by passion, creativity, ethical values and their own aspirations to change the status quo.

Debra Prinzing,  
founder and creative  
director of Slow Flowers

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“Leave it to Debra Prinzing to create a bookazine that illustrates the beauty of American-sourced flowers and celebrates the growers and floral designers who have embraced the Slow Flowers Movement. How wonderful to put faces and stories to the people who have championed a locally-grown design practice. And how brilliant to gather so many resources in this beautifully-designed **Slow Flowers Journal**.”

*Ariella Chezar, Ariella Chezar Design and author of Seasonal Flower Arranging*

“**Slow Flowers Journal** is a testament to Debra Prinzing's dedicated effort to realize a sustainable direction for the future of flower farming and floristry. Her advocacy and leadership has brought the Slow Flowers Movement and community to become a respected global phenomenon.”

*Hitomi Gilliam AIFD, Author, Educator and Founder of Design358*

“Debra Prinzing is a pioneering advocate for locally grown flowers and a beloved voice sharing stories of the floral designers who create magic with them. Here, in **Slow Flowers Journal**, Debra has collected an array of inspiring stories shining a light on the connections between flower consumers and professionals in the floral industry with the amazing farmers behind the blooms.”

*Alicia Schwede, the Flirty Fleurs Blog*

“**Slow Flowers Journal** offers an inspiring look at floral designers, florist-farmers and botanical artists whose passion for working with seasonal blooms and commitment to sustainable practices is changing America's relationship with flowers.”

*Lorene Edwards Forkner, Garden Writer and Columnist for The Seattle Times*

“Be it for food, medicine, or beauty, flowers and their patient caretakers have been around for millennia. The **Slow Flowers Journal** is a beautiful collection highlighting the stories of those pioneering the Slow Flowers Movement. Thank you, Debra Prinzing, for cultivating this new awakening that has brought together this amazing community of farmers, entrepreneurs, and creatives!”

*Scott Shepherd, Host of The Flower Podcast*