

# UNDESIGNED: Key Components of Growing and Arranging, From Farmers' Markets to Weddings

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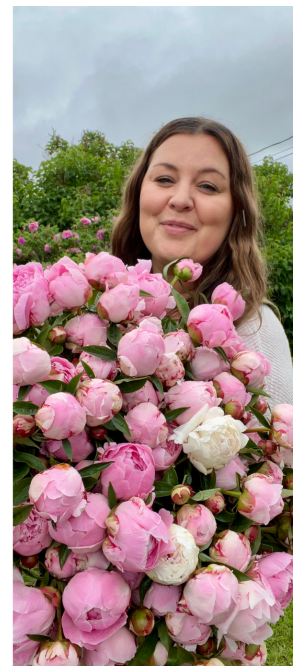


- We begin harvesting tulips from an unheated greenhouse in late March
- We attend our first farmers' market and send out the first bouquet in our 26-Week Bouquet Subscription the first week of April
- For the first six to eight weeks our subscribers receive bunches of 'specialty' tulips



IT DOESN'T  
ALWAYS HAVE  
TO BE A MIXED  
BOUQUET!

Our customers love  
receiving bunches of  
peonies and sunflowers  
too.





# LATE-SPRING AND EARLY SUMMER

## Ingredients:

More Tulips! Delphinium,  
Campanula, Cerinthe, Sweet Peas,  
Sweet William, Ranunculus,  
Anemones, Stock, Allium, Peonies,  
Snapdragons, Foxglove, Iceland  
Poppies, Columbine, Lupins,  
Blossom Branches, Lilacs, Spirea,  
Bleeding Hearts, Bachelor Buttons,  
Calendula



# SUMMER

Zinnias, Rudbeckia, Strawflowers, Celosia, Dahlias, Sweet Annie, Scented Geranium,  
Marigolds, Sunflowers, Nigella, Lady's Mantle, Chocolate Lace Flower, Amaranth,  
Sea Holly, Echinops, Cosmos, Craspedia, Hydrangea, Scabiosa, Gomphrena,



## FALL:

Dahlias, Lisianthus,  
Ornamental Kale,  
Eucalyptus, Amaranth,  
Dusty Miller, Chinese  
Lanterns, Statice,  
Strawflowers, China  
Asters, Rudbeckia,  
Sunflowers, Snapdragons,  
Millet, Wheat, Seed Pods,  
Celosia, Grasses







## DESIGN NOTES

- Perfect your wrapping style
- Get to know the colour wheel and practice contrasting and analogous colour schemes
- Be mindful of combining textures as well as colours
- We always include some interest extending from the bouquet sleeve to add "butterfly texture"

## SELL THOSE FLOWERS!

- Bouquet Subscriptions go on sale Dec 1st, and we promote them for Valentine's Day too
- Hit up B&Bs and restaurants — We offer two sizes and a bulk bucket subscription
- Being a subscriber is being a VIP member to the farm
- Manage your customer's expectations and connect them to the season and your farm







## GROWING FOR WEDDINGS

## BRIDAL BOUQUET BASICS

- Hydrate and condition your stems
- Prep your ingredients
- Start with a colour or two or a tonal focus
- Determine the focals or leading roles, supporting roles, structural elements and texture—These can be interchangeable







## LEADING ROLES

- The stars of the show are often the largest flowers, but it doesn't always have to be the case
- Three is the magic number
- Focal flower faves: Dahlias, Peonies, Lisianthus, Ranunculus, Roses, Delphinium, Tulips,

## SUPPORTING ROLES

- Equally as important, these supporting ingredients let your stars shine and create interest
- Supporting Role Faves: Anemones, Stock, Madame Butterfly/Chantilly Snaps, Campanula, Foxglove,
- Strawflowers, Lupins, Echinacea, Zinnias, Hydrangea, Asters, Narcissus, Poppies, Rudbeckia, Dara, Blossoming Branches



## TEXTURE

- Combining contrasting textures engages the eye
- Fave Textures: Echinops, Sea Holly, Poppy Pods, Nigella Pods, Wheat, Millet, Grasses, Amaranth, Craspedia, Chinese Lanterns, Eucalyptus, Lady's Mantle, Astilbe, Gomphrena, Apple of Peru, Dusty Miller

## INLAYS

- Close to supporting roles these stems are often delicate and are used repetitively throughout an arrangement to create harmony within the composition
- Fave Inlays: Feverfew, Yarrow, Oregano, Stock, Hydrangea, Orlaya,





Bridal Bouquets should be captivating and guide the eye



## My Tips for Success:

- You are the designer! Approach this creative process with confidence
- It's okay to start over. Take breaks and know when to stop
- Give yourself way more time than you think you need
- Look in a mirror as you're designing and photograph your piece before you wrap it to see if it needs adjustments