



TO HAVE AND TO HOLD

FLOWERS HAVE PERSONALITIES. A “PILLOW talk” peony with its light pink, big ruffly bloom is feminine. A deep purple, nearly black, calla lily is erotic: yet the same flower in white is suddenly sophisticated. A daisy just seems merry.

As flowers make their way from the ground to a bundle in your hands, you hope they don’t lose any of that original charm. “Flowers should breathe and allow their personality to speak to us,” says Colin Cowie, renowned wedding designer and author, “If they are crammed together and overpopulated, they have no message.”

Your bouquet should reflect who you are, complement the style of your gown and wedding, and simply look gorgeous as you walk up the aisle. To accomplish all of this takes inspiration and talent—most likely, from a professional florist.

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WHAT’S IN: “Simple and elegant” are the keywords. A more tailored and sophisticated look—achieved by color choices or very often by the use of a single type of flower such as all ranunculus or all roses. Botanicals favors “a cooler color palette including shades of blue/lavender/purple

accented with ivory and white.” Clutch bouquets of tulips, ranunculus, peonies, hydrangea, calla lilies or roses, plus layered ribbon treatments and accents of pearl- or glass-headed pins are very popular. An emerging trend: the “oversized” bouquet.

WHAT’S OUT: Lilies, pastel color schemes and designs that are too fussy or elaborate.

SPECIAL TOUCHES: Incorporating personal items such as a handkerchief or a mother’s pin into the bouquet. And the use of more unusual techniques to edge flowers—such as a series of loops of bear grass, individually wired magnolia leaves or a composed ring of burnt sienna hypericum berries. Botanicals considers the entire botanic and organic world available for use in their designs.

FAVORITES: Petite, delicate flowers. Fuchsia anemones interspersed with lavender grape hyacinth; bright pink and deep purple sweet peas; purple lisianthus interspersed with chartreuse dendrobium orchid blossoms and blue veronica. And tulips in any color are a classic.

ALTERNATIVE ARRANGEMENTS: Combining unexpected elements such as textural materials, berry clusters, seed pods and interesting foliages with flowers “to make a truly one-of-a-kind bouquet.” For instance, a bouquet featuring golden yellow cymbidium orchid blooms interspersed with clusters of burnt sienna hypericum berries. 🍀