

## SUCCULENT STUNNERS

> Over the past five years, succulents have become increasingly popular, according to Jo Buttram, AAF, owner of Shirley's Flowers in Rogers, Arkansas. "They're definitely crowd pleasers," she said. "All ages and genders are Buttram, too, is a fan. "A big thing, for me, is that I can stock up on them without worry because they can last indefinitely with proper care," she said. Many varieties come in greenish-gray tones that mix seamlessly with a range of color schemes. Furthermore, they add instant texture, raising a design's perceived value. "Succulents are great staples to have in the shop," she said. "They're easy to work with and easy to sell."

Here are three of Shirley's top sellers. 🌿

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Katie Hendrick [khendrick@safnow.org](mailto:khendrick@safnow.org)



**MODERN MARVEL** Buttram's husband, Randy, filled a 42-inch by 7-inch metal container with soil, moss and 10 large succulents for the couple's dining room table. "This design is very low maintenance — we just spritz it with water and go about our business," she said. It's also popular with the shop's corporate clients. Design time: 10 to 15 minutes. Wholesale cost: \$80. Suggested retail price: \$250.



**LOVELY LINES** Buttram called this design by Aaron LeMaster "a home run." The pavé style puts broken heads and short stems to good use (minimizing dump), and because flowers are so close to the water source, the arrangement has exceptional longevity. "Customers love the contemporary look and how long it lasts," Buttram said. Design time: 15 minutes. Wholesale cost: \$28. Suggested retail price: \$90.



**WHIMSICAL WHEELS** Amanda Shugart, a millennial designer, created this "super simple" arrangement that really resonates with young clients, Buttram said. Design time: 5 minutes or less. Wholesale cost: \$19. Suggested retail price: \$50.