## Business of Design by katie hendrick vincent

## FALL FAVORITES

> The color orange, emblematic of foliage and pumpkins, is an omnipresent player in fall floral designs around the country. Scotts Flowers is no exception. But at the New York City flower shop, designers like to use the hue in unexpected ways, eschewing the predictable pairings of red and yellow. Here, company president Rob Palliser shares two high-profit arrangements that capture the shade's soothing side (when mixed with blue, sage and gray), as well as its more vivacious spirit (drawn out with hot pink and lime). (\$)

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PASSION FRUIT Exotic 'Red Flame' gloriosa lilies pop next to 'Free Spirit' garden roses (a consumer favorite) and chartreuse lisianthus and hydrangea. "It's perfect for autumn soirées or any occasion when you want to deliver some cheer," Palliser said. Minimal greenery and a classic leaf-lined vase complete this clean, perky look. Design time: 10 to 15 minutes. Wholesale costs: $\$ 22$. Suggested retail price: $\$ 90$.

