

UNDER THE SEA

> Understated yet also exotic, Classic Blue, the 2020 Pantone Color of the Year, offers boundless opportunities for florists to flaunt their creativity and show customers something unexpected. For Kari Smith, AIFD, lead designer of Bouquets in Denver, the indigo shade evoked the ocean, and more specifically, the “mysterious fathoms below”: mermaids, whimsical creatures that have trended for several years and will likely grow even more popular with the upcoming live remake of the 1989 Disney movie.

Smith paired natural blues — eryngium, delphinium and hydrangeas — with tinted craspedia (readily available from Florisol, an Ecuadorian farm), as well as white flowers and other dried materials she enhanced with Design Master color tool to “radically change the soft, neutral look into a mermaid-inspired design.” The effect? Major depth and visual interest in the various examples of blue from periwinkle to turquoise to navy — gradations reminiscent of the sea (or a mermaid’s shimmery tail). “Painting adds a little time, but it’s well worth it,” Smith said of the added perceived value. She made this particular design for one of Bouquets’ standing orders and was able to remove all the dried materials when it returned a week later and resell them in another arrangement. 🌸



PURE PROFIT Smith collected discarded materials from the main arrangement and repurposed them in a 3- by 3-inch cube, a diminutive design perfectly sized to accent a cocktail table or desk, or to satisfy grab-n-go customers. Design time: under 5 minutes. Wholesale costs: N/A (Materials used were discarded from the main arrangement.) Suggested retail price: \$35.

BLUE HEAVEN High-end products (delphinium, dendrobium orchids and mini callas), loads of texture (craspedia, ruscus, bunny tails, wheat and lotus pods) and depth from its coloring gives this design tremendous appeal. It’s suited for a variety of occasions, including event work, birthday parties, corporate designs or anyone requesting something out of the ordinary. Design time: 10 minutes (allot an additional 20 minutes or more for painting). Wholesale costs: \$33. Suggested retail price: \$100.

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