

by Fred Russell

A Rosey OUTLOOK

Strategies for using broken stemmed roses in original arrangements

Scott Edwards, AAF, AIFD, was invited to Bloom-Net Headquarters in Carle Place, N.Y. last month to participate in the second Design Council, which focused on Valentine's Day and early spring concepts. In this selected arrangement the idea was to take something popular; the cube and create a fundamental design that will sell in any retail flower shop. This arrangement can positively be profitable for a Valentine's Day arrangement. Scott points out "during Valentine's Day week you're constantly breaking rose stems or receiving damaged ones from the shipper." So here is a way for you to use those otherwise unusable flowers or you could also order shorter stemmed roses which of course are much more cost efficient than 60cm roses. You can also substitute carnations or any other kind of flower. Scott says he would use the same vari-



ety and use the same colors because he likes the tone and texture of just one flower, however you could combine carnations and roses, but it should be solid. The bear grass on top gives perceived value, making the arrangement appear much larger. The grass could also be bent into a heart shape more suitable for Valentine's Day. The "Happy Valentine's Day" pick also gives the cube more perceived value. This would be a great cash and carry or delivery that you could make money off of that would normally end up on the design room floor. It has wide-market appeal and by changing the flowers and color could be used for other holidays like Easter and Administrative Professional's Day. Overall it's a straightforward design that makes a striking impression. Try it in your store and see what your customers think! 



DESIGN CONSIDERATIONS

- * Cover the foam block with the red mylar wrap and insert the foam into the glass cube. It gives a whole different look by covering up the stems.
- * Insert the foam cube and pick first because you will have to work around them. Once the foam and the red mylar wrap are in place, it gives it a whole different look by covering up the stems.
- * Before putting in the roses or your flower of choice, insert the bear grass and work in your flowers around them.
- * Edge the container with a few of the galax leaves, which gives more interest and breaks up the container line. It's nice to hide the glass and straight lines of the container.
- * Then, just add a little bit of baby's breath to separate the roses.



ARRANGEMENT NECESSITIES

* FRESH 12 short stemmed roses, grouping of bear grass, Galax leaves, little baby's breath

* HARD GOODS 4" X 4" clear cube, 3.5" X 3.5" floral foam cube, red mylar wrap, Valentine's Day pick, ribbon