

by John Parkinson

# ARRAYED IN Splendor

*Creating a bridal boutique with pizzazz and elegance*


**Susan Stockwell has been working** almost entirely for the same flower store, Palmer's in Fort Collins, Colo., for her 26 years as a designer. She specializes in weddings and events, and has participated in numerous AIFD and other industry-related floral seminars. Susan earned the 2005 Design for Excellence Accreditation from the Buddy Benz School of Floral Design at Texas A&M University.

Typically, Susan will meet with brides-to-be to get a sense of what they are looking for including what the gown looks like and if there are any embellishments that she can highlight into the flowers. Interestingly enough, while many brides are still opting for formal weddings, they want more flash to go with the elegance of the event. "Brides want more bling," says Susan.

One of the ways Susan accomplishes this is by creating a grouping of flowers effect with crystals and peacock feathers. This makes the arrangement shine, but also gives it a sense

of motion when the bride walks.

She also tries to add sentimentality into the bouquet. She accomplishes this by asking the bride-to-be to bring in a personalized charm, family heirloom, or something meaningful to the bride and groom that Susan can incorporate into the bouquet.

For the roses themselves, she tries to highlight each varietal. "I think it is more interesting instead of doing so much of one on one color or tone on tone color," explains Susan. "It is more of looking at the numerous varieties of the rose with the nestling of the hydrangeas that complement them." Overall, she believes this arrangement excels for traditional, formal weddings. 



**Designer:**  
Susan Stockwell

**Experience:**  
26 years

**Awards:**  
3rd Place in the  
1998 Bouquet  
Mates Wedding  
Bridal Bouquet  
Contest

Colorado Cup Col-  
orado Retail Florist  
Association Party  
Category (People's  
Choice) 2nd Place



## ARRANGEMENT NECESSITIES

- \* **FRESH** Eufhoria Roses: Blue Curiosa; Sahara Sanaa; Super Green; and Amsterdam. White Hydrangeas, Green Hypercium, Burgundy Seeded Eucalyptus, and Bear grass.
- \* **HARD GOODS** Beaded Crystal strands, Silver Metallic Wire, Oasis Floral Adhesive, Oasis Waterproof tape, 1" Single faced Satin ribbon-Kiwi Ribbon, White Satin 1" ribbon-Lion ribbon, Lomey Hot Pink Corsage Pins. "I do Charm," Peacock feathers, Peacock Crescent Feathers.



## DESIGN CONSIDERATIONS

- \* Make sure to prepare all the stems by removing all the lower leaves below the binding point. You begin with the hydrangea as your center and use a radial pattern with each grouping of roses so that the designer is pillowing the roses in the hydrangea.
- \* Collar the bouquet with sections of Green Hypercium and Seeded Eucalyptus. Next insert the crystal accents with Oasis adhesive. Each Crystal grouping is wired with metallic wire.
- \* The bouquet is secured with waterproof tape at the binding point before it is wrapped. The satin white ribbon is wrapped working downward and back to the top.
- \* Strips of 1" Kiwi single face satin are applied and knotted. These strips of ribbon are trimmed with dovetail cuts. Decorative Hot pink round head corsage pins are flanked along all of the knots. Finally, the "I do" charm is accented in the knots with an accenting ribbon.