


by Fred Russell

# APPLYING ARTISTRY Ubiquitously

*Jackie Lacey, AIFD, CFD applies the same aplomb to his designs no matter the occasion*

**J**ackie has been a gracious ambassador and advocate for the floral community for many years and has an extensive background in the retail floral market and design industry. He's owned shops in Tenn., Texas, and S.C., and has been an award winner in numerous design competitions in multi-state, national, and local floral associations.

Jackie's expertise on destination weddings and events provided him an opportunity to have his work showcased on national TV. He coordinated and designed for an episode of the WeTV fall 2006 program, "Platinum Weddings." Additionally, Jackie has been an important contributor for BloomNet including this year's Floral Selection Guide. As the environmental green movement continues to grow, BloomNet has developed designs that place an important emphasis on this increasing trend.

On these pages are a few examples of eco-friendly plant arrangements featured in the guide. The movement to make things more environmentally-friendly bodes well for the industry as people look for ways to lessen their impact and create a positive environmental footprint. One of the easier, more popular ways for people to go green is to add living plants. They not only provide a beautiful, steady aesthetic, they provide vital oxygen and take in carbon dioxide. Along with offering plants, BloomNet is providing these products with natural hard goods that are sustainable to the environment. As an example, they are using glass not plastic containers and biodegradable ribbons as examples. 



**Designer:**  
Jackie Lacey,  
AIFD, CFD

**Experience:**  
Over 20 years

**Exposure:**  
Designed for an episode of "Platinum Weddings" on WeTV

Work has appeared in various publications including *Flowers*, *Modern Bride*, and *Inside Weddings*

Created Tournament of Roses Parade floats

- \* **FRESH** Azalea Plant (RIGHT)
- \* **HARD GOODS** Hummingbird Feeder and Reactive Planter from Napco
- \* **DESIGN ELEMENTS** To bring this popular blooming plant into the next era we chose to add another popular gift choice by pairing a glass humming bird feeder to the plant. These feeders help increase the survival of the species as well as help continue plant pollination.

- \* **FRESH** succulent plants (ABOVE)
- \* **HARD GOODS** biodegradable containers from Unlimited Containers, Inc.
- \* **DESIGN ELEMENTS** This design is made more interesting with another popular organic concept by adding the bamboo grid to add weight to the base and turn four separate containers into one design. The grid is made by binding the bamboo with paper-covered wire at the joints where they overlap.





\* **FRESH** Violets (RIGHT)

\* **HARD GOODS** Syndicate Sales cubed glass container and Berwick Offray ribbon

\* **DESIGN ELEMENTS** This design comes in a popular color combination of purple and green and is good for gift giving. It is held in glass, which is re-useable and comes topped with a biodegradable ribbon.

