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Tips for making any wedding blossom

NOTHING CONVEYS the
romance of a wedding better
than flowers.

And flowers are a major
element in creating the festive, romantic
feeling you want for your wedding. A
gorgeous display of fresh blossoms can
transform a Spartan reception hall into
a warm, inviting place to celebrate.

"Brides are trying to personalize their
weddings," says Marge Velasquez,
public relations manager of the
Teleflora Wire Service.

She cites one famous bride — Sarah
Ferguson — who carried an S-shaped
bouquet.

"A florist can really help a bride and
groom make a ceremony unique," says
Velasquez.

The general feeling in the floral

industry is that there is an "anything
goes" attitude among brides when it
comes to flowers.

And they know what they want.
Brides and grooms are "becoming
more familiar with the different types of
flowers," Velasquez notes.

"Everyone agrees that couples are
using more flowers than ever to create a
romantic atmosphere."

TODAY'S BRIDES ARE looking back
to past decades for that romantic look.

As a result, florists are getting
requests for looser, less-structured
bouquets incorporating lulle, lace, a
spray of pearls and ribbons for a touch
of Edwardian extravagance.

They also are incorporating greenery
and wildflowers such as Queen Anne's
lace, to create a less formal, just-picked
look. Textural variety is added with
dried materials — baby's breath or
sponge mushrooms, for example.

That less-structured elegance is
carried into decorations.

"They are not worried about absolute
symmetry," says Velasquez. Rather,
brides want to mix colors and blooms to
create visually exciting "groups."

Colors also is important. Bridal floral
design takes its cue from bridal fashion.
Bridesmaid's dresses in vibrant jewel
tones and bright floral chintz patterns
call for equally brilliant flowers, usually
arranged to contrast with the dress.

Brides also are opting for bright
nosegays of roses, tulips, orchids, tiger
lilies and lilacs incorporating purple, hot
pink, coral and cheerful yellow.

"Everyone is starting to incorporate
color into brides' bouquets," Velasquez
adds.

ALTHOUGH COLOR IS hot for
brides now, industry watchers at FTD

Bridal flowers getting brighter

A Bride's magazine survey of
florists across the country found
several new trends in wedding
flowers.

The most significant trend in bridal
flowers is toward bright, hot colors,
according to a New York floral
designer. Bright rose delphinium and
corn flowers are becoming popular.
Other colors: deep crimson, pink,
purple, jewel tones. The all-white
bouquet is also popular, especially
when the color scheme is white and
black.

Other flower trends: more hand-
tied, loose and airy bouquets;
Victorian style flowers, lots of laces
and beaded tablecloths, more
tulle and netting in bouquets.



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