**Business of Design**

**RAINBOW OF OPPORTUNITIES**

> Ever have a bride who adores crepedia, but abhors yellow? How about a client who craved a green — something between mint and lime — to match his business’ logo? Or the event host who longs for a spectrum of blue flowers that stretches farther than hydrangeas and delphiniums?

Robbin Yelverton, AAF, AIFD, PFCI, has experienced all the above, and in each scenario, he’s found a common solution: dip-dyed product. “Dip dyed flowers give florists a wide variety of materials normally available in a very limited color scheme,” said the co-owner of Blumz...by JR Designs in Detroit and Ferndale, Mich. If memories of satin pumps colored to coordinate with bridesmaid gowns of yesteryear have you cringing at the words “dip dyed,” fear not: Yelverton’s designs demonstrate how seamlessly saturated products blend with naturally-colored flowers. 

For sourcing and recipes, visit safnow.org/moreonline.

**Katie Hendrick** is a contributing editor of Floral Management.

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**SUNNY STYLE** Yelverton made this contemporary arrangement for a corporate client. Dip dyed coloring can help florists match companies’ logos, he said. Labor time: 10 minutes. Wholesale costs: $14. Retail price: $50.

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**SATURATED SOPHISTICATION**

“The client requested something vivid, so the dyed rice flower fit perfectly with these hot colors,” he said. Labor time: 10 to 15 minutes. Wholesale costs: $45. Retail price: $385. Blumz offers a smaller version for $79. Swapping orchids with alstroemeria and roses with carnations can also bring costs down, Yelverton said.