GET CULTURED

Indian weddings typically span four days and involve myriad details, thus driving many families to hire a wedding planner to pull it all together. Florists eager to break into this big business (see “East Meets Best,” p. 20) need to win over these wedding professionals. The way to their hearts: a portfolio of cultural designs, said Shelley Kurian, owner of Dallas-based Escada Weddings, who does 12 to 15 Indian weddings a year, with guest lists up to 900.

“Photos are the best way for me to judge if your style is a fit,” Kurian said, adding that they needn’t be in the context of an actual Indian wedding — they just need to look like they could be. What that means: Show garlands and centerpieces in rich, vibrant hues with unique embellishments — not those pastel peony bouquets requested by hoards of Western brides.

We tasked Lizzie Borchers, events design director for Dr. Delphinum Designs & Events in Dallas, which does two to three Indian weddings a year, to come up with two low-labor, high-profit Indian-inspired designs florists could easily recreate for their mock portfolios. She delivered in true color.

Katie Hendrick
khendrick@safnow.org
For complete recipes, see www.safnow.org/moreonline.

REGAL REFINEMENT Borchers spent less than 10 minutes arranging this pavé design in palettes fit for royalty — reds, purples and golds. Her wholesale costs: $40. Her suggested retail price: $190.

GORGEOUS GARLAND “Garlands are everywhere in Indian weddings, both as décor and personal flowers for the bride and groom,” Borchers said. She spent 20 minutes on this one, using 30 roses, fishing wire, a yard of ribbon and two gold tassels. Her wholesale costs: $34. Her suggested retail price: $170.
elegant glass vases
quality, style, selection...
at the perfect $1 price!

Plus glass gems, ribbon, floral tape, floral wire, and more!

DOLLARTREE.COM
Also order by phone through our 24/7 Customer Support: 1-877-530-TREE (8733)