ROSES ARE RED, DESIGNS ARE NEW

> Newsflash: Not all Valentine’s Day customers are set on buying a dozen red roses — they just might not know it, until a more appealing arrangement catches their eye.

Such options can likewise be more appealing for a florist’s bottom line. Frustrated by the inevitable broken heads that pop up among the “hundreds and hundreds” of roses she receives for the holiday, Cindy Anderson, AIFD, PFCI, runner-up in the 2011 Sylvia Cup Design Competition, welcomed the challenge to put those otherwise perfect blooms to use. In these two examples, the Colorado Springs, Colo., designer picked ‘Freedom’ standard roses and ‘Fire King’ spray roses. Besides minimizing dump, using roses cut short puts them closer to the water source (better longevity) and makes the design look fuller with fewer insertions.

For recipes, see www.safnow.org/moreonline
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PICTURE PERFECT

A homemade picture holder gives this design an added personal touch. Anderson wrapped the container, a red satin box, with taffeta rose-embossed ribbon to accentuate the color and texture of the flowers inside. She spent less than 15 minutes assembling it, but said it’s a cinch to prep the box in advance, so on Valentine’s Day you can “pop in the liner, arrange the roses, add the photo and it’s ready to go in under 10 minutes.” Anderson spent $20 wholesale on fresh product and supplies. This look, which would “easily retail for $55,” can fetch an even higher price tag by using a larger box as the base; for the budget conscious, use red carnations in lieu of roses, a smaller box and satin ribbon in a solid color.

SEALED WITH A KISS

Anderson gives a nod to the iconic chocolate treat with this pyramid-shaped arrangement. She wrapped a black 6-inch tray with silver ribbon to cover the mechanics and mimic the aluminum foil of a Hershey’s Kiss. A 1-inch, wire-edged ribbon does the job as the “Kisses” tag — where you could easily write a personal message for the recipient. This look requires only about 10 minutes labor and cost Anderson about $15 wholesale for fresh product and supplies. Its retail price could start at $45, but could easily rise with add-ons, such as (you guessed it) a bag of Hershey’s Kisses.
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