

SOMETHING SPECIAL

> Exclusivity is a major selling point for Andie Muller, FSMD.

“My customers request flowers they don’t see every time they go to the grocery store,” said the owner of The Flower Studio in Altamonte Springs, Florida. She often satisfies that wish with cymbidium orchids — for many reasons.

“Cymbidiums are visually appealing and regarded as upscale,” she said. “They also make a big impact with just a few insertions.” Their range of colors — from lime green to “Marsala” to blush — makes them appropriate for many palettes, “whether a customer wants something vivid, deep and dark, or demure.” And they have an exceptional vase life (two to four weeks), “which every customer appreciates.”

Cymbidium arrangements have become her most popular offerings. “I sell them every single day,” she said. Here are two of her customers’ favorites. 🌸

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TROPICAL TREAT Bundling orchids with birds of paradise makes an arrangement look even more luxe. Muller describes this design as “short and contemporary, filled with long-lasting premium flowers.” Design time: 10 minutes. Wholesale costs: \$28. Suggested retail price: \$95.



BURGUNDY BEAUTY “This was a birthday gift for a 100-year-old woman,” Muller said. “She’s in a nursing home, so her brother wanted something that would fit on her nightstand to brighten the room.” The petite design puts stems directly in the water source, “so the recipient can enjoy this for three weeks — easily,” she said. Muller recommends this design for Valentine’s Day and Administrative Professionals Week, as well, as “it’s the right size for a desk and it’s easy to transport home.” Design time: 10 minutes. Wholesale costs: \$15. Suggested retail price: \$50.