SUMMER STUNNERS

> With a plethora of bright and sunny flowers at the ready, summer is a fun time to experiment with new designs to intrigue customers and generate some “just because” sales. This month, Robin Heller, co-owner of Flowers by David in Langhorne, Pennsylvania, shares two of her latest offerings that are turning heads and delivering a pretty profit.

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**POCKET FULL OF SUNSHINE** “We’re selling absolutely crazy amounts of sunflowers this year,” Heller said. “Customers are choosing them for birthdays, anniversaries, sympathy designs and even prom. Our younger clientele is really clamoring for them.” Design time: 10 to 15 minutes. Wholesale costs: $16. Labor charge: $14. Suggested retail price: $70. For a deluxe version (available at price points from $90 to $200), Heller starts with a taller and grander vase. “Height immediately increases perceived value,” she said.