THINK PINK

> In December, world-renowned color authority Pantone debuted its 2011 color of the year — “honeysuckle” — a pink hue that looks like a mixture of apricots and raspberries. Six months later, the cheery shade has exploded in popularity.

Refinery29, a blog that bills itself as “the cornerstone of fashion, beauty and shopping for a new generation” dubbed pink the “it” color of the year. Always popular among the preppy set (think: Lilly Pulitzer and Vineyard Vines), honeysuckle’s appearing in clothes and accessories from high-end designers, including Michael Kors, Nanette Lepore and Christian Louboutin, as well as retailers catering to budget fashionistas, such as Target and H&M.

The design world, too, has honed in on honeysuckle. Companies from Crate & Barrel to The Container Store are pushing pink, while magazines, such as House Beautiful and Elle Décor, offer a glut of literature for decorating with the color.

The trend is not lost on brides. “We’re seeing lots of requests for pink flowers this wedding season,” said Georgianne Vinicombe, co-owner of Monday Morning Flowers and Balloon Co. in Princeton, N.J., who does an average of 12 weddings a month. Fortunately, the floral industry provides an abundance of varieties that fit the bill. Here’s a sampling of buds to make your arrangements pop.

‘Vuvuzela’ garden rose

“This true pink garden rose would be an excellent choice for many styles of wedding bouquets,” said Walter Fedyshyn, AIFD, PFCLI. Trendy brides would love ‘Vuvuzela’ in a monochromatic pink bouquet, or mixed with bright orange, fuchsia and lime green tones, said the creative design manager at Phillip’s Flowers in Chicago. For the bride who wants “just a touch of color,” pair ‘Vuvuzela’ with ivory roses and hydrangea. Then, to really accentuate its pure pink tones, add touches of bright green, he said. Or, if it’s a vintage feel she’s after, arrange the rose with peach, lavender and taupe shades.

‘Rene Goscinny’ rose

‘Rene Goscinny’ pops with its coral center, said Marie Ackerman, AAF, AIFD, PFCLI. Teleflora’s vice president of education. “When I see this rose, I think: summer wedding,” she said, adding that it would complement almost any color bridesmaid dress. She suggests a bouquet of “English pastels.” Keeping ‘Rene Goscinny’ the focal point of your design, add light blue ‘Belladonna’ delphinium, mint hydrangea, buttery yellow spray roses, fresh lavender and some trailing ivy, she said. For a centerpiece, “just a bubble bowl with a few dozen stems would look great,” she said. Keep the foliage simple (think: salal or pittosporum) to “really let the petals show their stuff.”

‘Vuvuzela’ garden rose

“This true pink garden rose would be an excellent choice for many styles of wedding bouquets,” said Walter Fedyshyn, AIFD, PFCLI. Trendy brides would love ‘Vuvuzela’ in a monochromatic pink bouquet, or mixed with bright orange, fuchsia and lime green tones, said the creative design manager at Phillip’s Flowers in Chicago. For the bride who wants “just a touch of color,” pair ‘Vuvuzela’ with ivory roses and hydrangea. Then, to really accentuate its pure pink tones, add touches of bright green, he said. Or, if it’s a vintage feel she’s after, arrange the rose with peach, lavender and taupe shades.
‘DINNER PLATE’ DAHLIA
The saturated shade of hot pink in ‘Dinner Plate’ dahlia provides depth for event work in large, open venues, said Sylvia Bird, AAF, AIFD, PFCI. The Fort Myers, Fla.-based designer suggested using the dahlia recessed — cut short and placed almost “flat to the foam” — and paired with linear flowers, such as delphinium, roses, leucadendron or Bells-of-Ireland to add vertical interest.

‘AFTER PARTY’ ROSE
‘After Party’, with its dual shades of pink, is the answer to all those people looking for alternatives to red roses, Lacey said: “It’s feminine, soft and romantic, but doesn’t scream, ‘Valentine’s Day!’” He advised pairing this variety with other flowers with a pink palette: pink spray roses, ‘Kiss Proof’ Oriental lilies or pink alstroemeria, for instance.

DARK PINK CYMBIDIUM ORCHID
“For a dramatic statement, simply slip the entire stem of these dark pink cymbidium orchids into tall clear glass cylinders,” Fedysyn said. Submerge individual orchid blooms under water and top with a floating candle, he said, then line the cylinders down the center of a long banquet table.

‘PINK PANThER’ CALLA
When brides request delicate, dainty designs, Bird reaches for ‘Pink Panther’. “This calla’s head is on the small side,” she said, suited for work with petite and “pretty” flowers: miniature roses, nerine, lisianthus or viburnum opulus, for example. For springtime nuptials, she would mix ‘Pink Panther’ with hyacinth, muscari and ornithogalum in a heavenly-scented bouquet.

‘TOSCANA’ ALSTROEMERIA
Jackie Lacey, AIFD, PFCI, gravitates to alstroemeria “because they’re very long-lasting and the public doesn’t view them as cheap,” so you can use them in an upscale way, said the owner of ABC Floral Events in Hilton Head, S.C. For a sleek, modern style, he suggests taking “a plethora” of ‘Toscana’, adding some aspidistra leaves and arranging them in a cylindrical vase with a wood finish. At the same time, the yellow streak on ‘Toscana’s’ petals adds a bit of whimsy, making the variety “perfect for wildflower type designs.” Dress it down by loosely arranging it in a mason jar or pitcher with wax flower, limonium and Queen Anne’s Lace.

‘MARGARITA MAUVE’ TULIP
Pull out the subtle orange tone in ‘Margarita Mauve’ with a bit of light pink or peach wax flower, said Karen Fountain, AAF, owner of Flowers ‘n’ Ferns in Burke, Va. She advised arranging two bunches of these tulips in a decorative bowl or pyramid shaped vase. “Simple, but pretty,” she said.

Katie Hendrick is the assistant editor of Floral Management. khendrick@safnow.org

The magazine of the Society of American Florists (SAF)