LITTLE LUXURIES

If you think garden roses’ expense relegates them to special occasions (i.e., a trip down the aisle), New York City florist Tom Sebenius would kindly disagree.

“Don’t underestimate the effect of nostalgia,” said the owner and designer of The Arrangement Floral Design and Events. “Garden roses remind people of their grandmother’s backyard and, for many, that justifies their cost.” Others, he said, compare the garden rose with the peony — another round, fragrant blossom with a high petal count and an understood luxury status.

Whatever spurs them, customers readily snatch up Sebenius’ “upscale cooler cleaners”: weekly specials that feature unused garden roses from the previous weekend’s wedding(s). Here, he shares two low-labor, high-profit designs that put leftover blooms to good use.

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ROYAL HUES Sebenius used orange tulips to accentuate the intense pink of the ‘Kate’ garden roses. “Color blocking makes design a breeze,” he said. Labor time: six minutes. Wholesale costs: $35. Retail price: $95.

NOT YOUR GARDEN

Sebenius describes this design, a hand-tied bouquet in a bubble bowl, as a miniature garden. “The flowers are on the expensive side, so you have to flaunt their value,” he said. He does that with descriptive hashtags, such as #lush, #fragrant, #heavenly and #romantic, that accompany a photo on Instagram and Facebook (where The Arrangement advertises shop specials). Labor time: 10 minutes. Wholesale costs: $65. Retail price: $160.