LET’S WORK TOGETHER  Couples “want to be a part of the floral design process by collaborating with their wedding professional, rather than handing over the reins entirely,” according to Seligman and Crooks. “This means wedding professionals need to be as adaptable as ever, and need to make deeper connections with their clients.”

WOW FACTOR  “Texture and volume are such exciting ways to make floral design more personal and unique,” say Seligman and Crooks, who agree that, increasingly, flowers are becoming a focal point at weddings.

FOCUS IN  “The biggest miss we see wedding professionals, and specifically florists, making again and again is poor photographs of their work,” say Seligman and Crooks. The solution? Invest in photo training for your staff (and the necessary equipment) and strike up a partnership with local wedding photographers.
One thing is for sure: The team at Junebug Weddings knows weddings. Each year, the editorial team at the popular wedding blog — always near the top of wedding blog lists — reviews close to 4,000 weddings and publishes photos from about 800.

That perspective gives Editor Nicole Seligman and General Manager and Editor-in-Chief Carrie Crooks keen insight into what couples are looking for, sometimes long before the bride and groom know themselves.

We asked Seligman and Crooks to talk trends for 2015, including what they’re most excited to see and what they’d just as soon never see again.

Floral Management: Can you talk briefly about a few overall trends that you’re seeing now? What’s different today compared to five years ago? What new trends do you see?

Junebug Weddings: We’re constantly seeing how important it is for florists and wedding planners to be on the same page and work closely together, because flowers are incorporated into nearly every detail of the wedding day, and these elements need to be co-
hesive. Another major trend we’re seeing is the combination of juxtaposing styles in order to make a wedding style feel more authentic. Modern vintage, natural-meets-modern, casual glam, etc. are the kinds of buzzwords we’re hearing often, and it’s up to florists and wedding planners to find a way to bring these opposing aesthetics together in a way that appears both beautiful and organic.

FM: Specific to floral design and décor, what have you seen lately that has surprised or delighted you? What made them so memorable?

JW: More than almost any other element (except maybe the bridal gown), flowers are the main focal element of the wedding. This means that more floral design plays on volume to draw attention. We’re seeing bouquets filled entirely with overflowing peonies or giant antique roses in some weddings, while in others we’re seeing an extremely minimalist take with thinner bouquets of textured greenery. Texture and volume are such exciting ways to make floral design more personal and unique.

FM: Can you describe your audience? If a florist wanted to attract that clientele, what advice would you give him or her?

JW: The Junebug Weddings audience is artistic. They have careers and hobbies where they design and create, and they have an artistic aesthetic when it comes to wedding planning, from photography to floral design. Our couples want to be a part of the floral design process by collaborating with their wedding professional, rather than handing over the reins entirely. This means wedding professionals need to be as adaptable as ever, and need to make deeper connections with their clients.

FM: Are there any trend or decor elements that have really run their course? Anything you’d be happy to never see again?

JW: One trend that has definitely run its course in floral design is the standard, out-of-a-box bouquet. Tight, globe bouquets made up of red or candy-colored roses, daisies, carnations, and even sunflowers don’t feel modern or cutting edge, and they certainly don’t feel personal.

FM: Anything you’d like to see more of?

JW: Our couples are acutely focused on crafting a wedding day that reflects them in every detail. This means choosing flowers that are exciting to them specifically, rather than being the must-have blooms according to someone else. We also love seeing a wedding with cohesive floral design, utilizing the same color scheme throughout each bouquet and boutonniere, and even down to the tableescapes at the reception.

FM: Do you have any advice on how to connect in an authentic and exciting way with people online (as you do consistently through your site)? What tips might you offer a florist who wants to do a better job?

JW: The biggest miss we see wedding professionals, and specifically florists, making again and again is poor photographs of their work. Having crisp, clear, aesthetically pleasing images for your potential clients to look at is as important as the subject of the images: your amazing designs! It is so worth it to bring in an outside photographer or take photography classes yourself to be able to share quality images throughout your social media platforms (especially Instagram and Pinterest!).

FM: What’s your biggest piece of advice?

JW: Connect with your local wedding professionals. Couples love to hire their professionals as a team, so having those close relationships with venues, photographers and planners who will recommend you is so important. Having these professional relationships can also help you get what you need to have beautiful images to promote your work!

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