SHINY, HAPPY PETALS

Peek inside the cooler at Butera the Florist in York, Pa., and you’re bound to see a lot of gerberas. That’s because the round, flat flowers are “wildly popular” with customers and very user friendly for designers, said owner Vince Butera, AAF, AIFD, PFCI. “Gerberas are reasonably priced, but have a high perceived value,” he said. He attributes that reputation to gerberas’ long vase life (typically around two weeks) and “bright and happy appearance.” He reaches for gerberas to create a focal point, as an accent to larger blooms (such as lilies), and for mono-botanical arrangements. Here are two designs from his everyday collection, which are among the shop’s top sellers.

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BLUES BUSTER

PRECIOUS PETALS
Butera mixes textures to enhance visual interest in this arrangement of hydrangeas, hypericum berries and gerberas. Design time: less than 10 minutes. Wholesale costs: $7.60. Suggested retail price: $35.