SEASONED SELECTIONS

➢ The biggest floral trend of 2014: arrangements that look and smell good enough to eat.

“For sure, there’s been increased interest, with brides in particular, in the fragrance and texture (when dried) that herbs lend fresh flower designs,” said Walter Fedysyn, AIFD, PFCl. Fedysyn, of Phillip’s Flowers in Chicago, who led the “Unveiled” program on wedding looks at the AIFD Symposium in July, frequently reaches for rosemary when designing bridal bouquets and plans to use lots of dried bay leaves for some “natural holiday decorations” this December.

In Temecula, Calif., brides’ wish lists read more like grocery lists. “My most-requested bridal bouquet has rosemary, lavender, kale, artichokes and berries,” said Suzanne Smith, of Suzanne M. Smith Designs.

And across the pond, the look’s just as popular. “I got so many brides asking for herbs that I started growing my own,” said Charlotte Yeandel of Occasion Flowers in Wiltshire, England.

No need to pick up the trowel (unless you’re so inclined). Here are some herbs you can get from your wholesaler or at your local farmer’s market, and a few examples of how florists are using them to season their designs.

Katie Hendrick is a contributing editor of Floral Management.
katiehendrick@gmail.com

CHOCOLATE QUEEN ANNE’S LACE
Ocean View Flowers

DILL
Ocean View Flowers

LAVENDER
Ocean View Flowers

ROSEMARY
Ocean View Flowers

CILANTRO
Stony Hill Farms
Fresh Choices

OREGANO
Stony Hill Farms

PARSLEY
Stony Hill Farms

THYME
Stony Hill Farms

POTTED LAVENDER
Schubert Nursery Inc.

POTTED ROSEMARY
Schubert Nursery Inc.

ROSEMARY
Designs by Darenda

BASIL
Ocean View Flowers

SAGE
Ocean View Flowers

ROSEMARY
Monday Morning Flowers and Balloons Inc.