IF YOU MAKE IT, THEY WILL BUY

> Besides being a bore, the old staple for prom work—a spray rose, some baby’s breath and an elastic band—offers little room for you to make a profit. The traditional technique of wiring and taping can require at least 20 minutes of labor for a corsage that retails for just $25, said Cindy Anderson, AIFD, PFCI. So, branch out. First, consider glue, the Colorado Springs, Colo., designer said: “That automatically cuts your labor in half.” Then, come up with four or five different styles that girls can customize with their flower choices (hint: recommend high-end buds such as mini callas and orchids). Arrange the designs, photograph them and show them off on your website, blog, Facebook page and in an album in your shop. “Sixteen-year-old girls have no idea what you’re capable of,” Anderson said. “But if you show them something new, they will gravitate to it and they will buy it.”

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PRINCESS PERFECT

For customers whose tastes run ultra feminine (and especially when you’re running low on wristlets), this ribbon, rose and ginestra corsage is a perfect fit. Anderson spent less than five minutes and $5 wholesale on flowers and materials to complete this look, which could retail for $25 to $35. Substitute orchids and stephanotis and you could move to the $35 to $45 range, without any added labor.

(ALMOST) BETTER THAN DIAMONDS

Flat flowers, such as mini phalaenopsis orchids (pictured) or delphinium will dazzle in a necklace—a glamorous choice for girls wearing strapless dresses. A combination of aluminum, spool, bullion and angel hair wire, the necklace takes about 10 minutes to make, which Anderson suggests doing in advance, “when it’s quieter than death in the shop.” Gluing on the flowers takes about two minutes. This look, which cost Anderson about $10 wholesale for fresh flowers and materials, could easily retail for $35. With a few extra rhinestones, you can easily raise the price tag without adding to your labor or cost of goods, she said.

FLASHY FINGERS

This flower ring makes a pretty profit. Wholesale costs are less than $2, but “you could easily charge $20 because it’s so unique,” Anderson said. She made the ring by wrapping spool wire around her index finger, which took about 10 minutes. “Make a bunch in your downtime, throw them in a drawer, then glue in the flower when you’re ready to sell,” she said. This diminutive choice also makes a good add-on for girls wearing other body flowers, she said.