

IFD Floral Trends Spotlight

May 2011

Trend Information for the Event Flower Specialists

In This Issue

- **Focus**
Wedding Trends for 2011
Page 1-2
- **Product Highlight**
Oasis Elegant Bouquet Holder
Page 2
- **IFD Member Highlight**
Kennicott Brothers
Page 3
- **Business Matters**
Relationship Building
Page 4
- **Member Spotlight**
Distributor Listing by State
Page 5

WHAT'S HOT IN WEDDING FLOWERS

By: Nitaya Emig AIFD, Design 358

Brides today make their wedding day special by creating feelings of “distinction, sophistication, and personalization” that reflect who they are. With the wide use of social media brides are aware of more ways to add their own touches to their wedding. The result is a more demanding client but the brides also realize that to truly create the look and feel for their special day, it is crucial to enlist the expertise of floral specialists.

Just as there are trends in all aspects of a wedding, there are distinct floral and color trends for 2011. Essentially, two prominent looks stand out: the “Vintage Look” and the “Color Pop.”

Inspiration for the *Vintage Look* evolves from nostalgia, romance, and elegance. The *Vintage Look* is characterized by the color trends of soft pastels complemented with hues with an undertone of gray. Popular vintage look colors include pink, lavenders, blues, soft yellows and, of course, white. This “aged look” becomes elevated “chic” when pairing the old with the modern,

for example, pink works well with platinum, lilac with midnight blue, cream with burnt red, and pastel blue with deep plum. The result is timelessness yet fashionable.

For the bolder, livelier bride, the *Color Pop* is characterized by brilliant hues, whether used in combination with other spunky colors, or used singly teamed with black, white, or silver for a very graphic statement. Hot pink, yellow, and royal blue evoke a dashing statement together, and chartreuse green with black and white create a starker, modern feel. Contemporary, whimsical, and playful, are all descriptive of this color trend.

When it comes to the flowers, each bride will want to express herself using styles that are ‘in’ and color trends that are popular. Work with each client closely to understand how the use of flowers will truly add distinction and personalization. Each of these trends will allow the bride to express her truly unique and personal style. Detailing will be significant, as each bride takes pride in the customized touches you recommend.

The *vintage look* floral style is embodied by a loose, natural, organic presence, and ranges from



The beauty of the ‘vintage’ trend is that it expresses the timeless and nostalgic feelings of romance and love so important to many of today’s brides.



Color Pop is an intense and progressive statement of color that empowers brides and creates a bold stage for their day. Use combinations of contrasting colors in powerful color blocks to raise the volume.

the elegant to the rustic. The bridal bouquet is evolving from the perfectly round nosegay to a freer-flowing style, even a loose cascade. Interesting textures, such as feathers, balsam wood rosettes, succulents, cotton, and mother-of-pearl are examples of unexpected elements that enrich and individualize a bridal bouquet. Heirloom broaches, antique lace and buttons can artfully accentuate floral bouquets, adding richness and nostalgia. Natural settings are the perfect backdrop for this romantic vision. Floral selections include luscious garden flowers, such as peonies, hydrangeas, garden roses and ranunculus, and can be designed mono-botanically (use of only one type of flower) or loosely mixed with textural greenery and berries, such as dusty miller, ferns, herbs and various berries. If the bride is looking for that vintage-modern feel, it's important to combine the drama with the earthy, such as Manzanita branches or blooming branches with organic mosses, wood bark, or even paper flowers. For containers, "mismatched" describes the choices, and mercury glass, hat boxes, flea market

finds, or heirloom silver interspersed with romantic lighting to help create that fairy tale aura.

The *Color Pop* floral style is captured with electric, tropical colors; bright orange, red, fuchsia, yellow and Caribbean blue. Bright garden flowers such as gerbera daisy and hydrangea, and bold tropicals such as orchids and heliconias are typical of the bold shapes and colors that make this style truly an event to remember. Using the flowers grouped en masse will modernize the look, and add emphasis on vivid color and texture. The bright colors lend themselves to more playful tablescapes using varying heights of containers. The use of rectangular tables evokes a more intimate feel and, and the mixing of table shapes lends to a less "coordinated" feel. Use unexpected elements to create a sense of drama and uniqueness. Vase fillers, such as sea glass, seashells, water-absorbing crystals, and fresh fruit will capture guests' attention. Enhance this playful trend with the use of dramatic lighting. Including; candlelight and LED lights, whether submersible or spotlighted.

Today's brides will have a better idea of how they want to personalize their wedding. But pulling together what they envision and making their day come to life, is truly the job of the event floral specialist.

Nitaya Emig AIFD, is a member of the Design 358 design team.

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Kennicott Brothers Company, Chicago, Illinois is known for providing extraordinary cut flowers and floral supplies and M & M, The Special Event Company, Chicago, Illinois is known for being a fabulous event decorator. Together this partnership creates breathtaking memories.



FLORAL WHOLESALERS... Insurance for Your Event!

Floral wholesalers are a key partner to any event specialist. Look to wholesalers for a wealth of information from what flowers are in season, what varieties would work with your event and how to get the product to you... guaranteed!!!

“I look at my wholesaler as my insurance factor,” stated Brian Smith, Heffernan Morgan Ronsley in Chicago, IL. “If there is a problem with the flowers when they arrive, the wholesaler can usually correct the situation with quality flowers quickly. If you buy direct and there is a problem, there often isn’t enough time or resources to have it fixed. Floral wholesalers also have connections to a much wider range of growers than I so they always have a large selection to choose from.”

Kennicott Brothers Company with seven locations in the Midwest has been serving the floral industry and event specialists since 1881. Kennicott prides itself on working with growers from around the world to find just what is needed for any event.

“I work with wholesalers to see what’s new in trends,” commented Anthony Gowder, Anthony Gowder Designs Inc., Chicago, IL. “Wholesalers work with manufacturers and suppliers to get the latest in supply products, often before we see it anywhere else, from glassware and containers to ribbon and foam.” Often times IFD wholesalers like Kennicott Brothers purchase supplies in larger quantities getting larger discounts and better shipping rates so the price to you, the event specialist, is less than if you purchased direct.

Give yourself some peace of mind by working with an IFD floral wholesaler like Kennicott Brothers Company on your event work. The IFD wholesaler’s job is to make sure you have what you need, when you need it and priced where you need it to be....guaranteed!

ARE YOU A TEAM PLAYER?

The event business is truly a team sport and it does not matter how small or how large the event is, it will take a team to meet the client's objectives. By how much the expectations of the client are exceeded, will define how the team performed and how likely team members are to become 'go to' members of other event teams. Plan on making your business a 'go to' event team member by doing the work to ensure you are selected to play on all the right teams.

"Anything can happen with the right team. That's the beauty of creating." – Ernie Harwell

Getting selected to event teams means building a reputation for exceeding client's expectations. You want the best players on your team and you need to make your business a best player. Successful event planning requires matching up the client's expectations with a team of players that pull all aspects of the event together. Knowing who the event players are and who puts event teams together is the first piece of your event team training. Your list of players will vary depending on your field of event expertise.

Once you have listed all the event players that might be part of a team you would like to be part of, start profiling those players and evaluating how good a team member they might be with your business. If your business was on a team with them would your business help the team exceed the expectations of the client? If the answer is yes it is time to build a relationship.

"Sometimes you just have to create what you want to be part of." – Geri Weitzman

Guess what, event team relationships are just like marriages, they only happen when the right people meet and they only last when there is lots of meaningful communication. You must be committed to taking the time to build event team relationships. These relationships are with vendors, some are with partners (event services) and some are with clients. Decide who needs to know how your business can help exceed client's expectations and make sure they all know!

"Unless commitment is made, there are only promises and hopes: but no plans." – Peter Drucker

Take the time to create goodwill among possible team members. Know who they are and what they have going on. Know their capabilities. Make sure they know how you can help them. Always make the effort to show your appreciation when they have helped you.

"How come everybody wants to be on a championship team, but nobody wants to come to practice." – Bobby Knight

Put your business on the best teams by exceeding all your client's expectations; and all the expectations of your team members. Make the effort to build the relationships required to be on the winning teams.

**WHO'S
TEAM
ARE YOU
ON?**

Venue Locations
Caterers
Bakers
Photographers
Floral Designers
Rental Companies
Liquor Distributors
Linen Suppliers
Graphic Designers
Printers
Audio Visual Providers
Tent Companies
Lighting Specialists
Labor Companies
Tuxedo Rentals
Limousine Companies
Event Planners
Visitor/Tourism Bureaus



Wholesale Distributor Spotlight

CALIFORNIA

San Diego Florist Supplies, Inc.

3241 Halladay • Santa Ana, CA 92705
714-432-8080 • www.sdfsinc.com
Mauricio Galvez • scott@sdfsinc.com

San Diego Florist Supplies, Inc.

15001 Raymer St. • Van Nuys, CA 91405
818-780-8067 • www.sdfsinc.com
Robin Little • scott@sdfsinc.com

San Diego Florist Supplies, Inc.

1947 Del Amo Blvd. • Torrance, CA 90501
310-320-8080 • www.sdfsinc.com
Jim Hopkins • scott@sdfsinc.com

San Diego Florist Supplies, Inc.

5600 Avendia Encinas #1 • Carlsbad, CA 92008
760-431-8080 • www.sdfsinc.com
Jim Hart • scott@sdfsinc.com

San Diego Florist Supplies, Inc.

2550 El Cajon Blvd. • San Diego, CA 92104
619-260-8080 • www.sdfsinc.com
Scott Willis • scott@sdfsinc.com

FLORIDA

Berkeley Florist Supply Co., Inc.

2360 NW 23rd St. • Miami, FL 33142
305-638-4141 • www.berkeleyfloristsupply.com
Christopher Lyons • moreymoss@aol.com

Nordlie, Inc.

2708 East Hanna Ave. • Tampa, FL 33610
813-239-0599 • www.nordlie.com
Chris Benton • cbenton@aol.com

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Garden City, ID 83714
509-838-2944 • www.rosesandmoreinc.com
Chris Chandler • chris@rosesandmoreinc.com

ILLINOIS

Kennicott Brothers Company

720 New Haven Ave. • Aurora, IL 60506
630-896-1091 • www.kennicott.com
Tim Truhlar • tim@kennicott.com

Kennicott Brothers Company

452 N. Ashland Ave. • Chicago, IL 60622
312-492-8200 • www.kennicott.com
Dan Andrews • dandrews@kennicott.com
Kennicott Brothers Company
452 N. Ashland Ave. • Chicago, IL 60622
312-492-8200 • www.kennicott.com
Willie Viera • willie@kennicott.com

Kennicott Brothers Company

1695 N. 21st St. • Chicago, IL 62526
217-422-2438 • www.kennicott.com
Marie Smith • maries@kennicott.com

Kennicott Brothers Company

880 Estes Ave. • Elk Grove Village, IL 60007
217-422-2438 • www.kennicott.com
Scott Cheeseman • scott@kennicott.com

Kennicott Brothers Company

1695 N. 21st Street • Decatur, IL 62526
847-734-8650 • www.kennicott.com
Marie Smith • maries@kennicott.com

Kennicott Brothers Company

3210 Grand Ave. • Waukegan, IL 60085
847-244-3110 • www.kennicott.com
Kurt Karrasch • kmk@kennicott.com

INDIANA

Gassafy Wholesale Florist, Inc.

318 Racquet Dr. • Fort Wayne, IN 46825
260-482-9993 • www.gassafy.com
Chuck Luther • chuck@gassafy.com

Kennicott Brothers Company

4316 Calumet Ave. • Hammond, IN 46320
219-933-7515 • www.kennicott.com
Sean Finn • sean@kennicott.com

KENTUCKY

Dreisbach Wholesale Florist

2424 Over Dr. • Lexington, KY 40511
800-928-2393 • www.dreisbachs.com
Rhonda Wallace • rhonda@dreisbachs.com

Dreisbach Wholesale Florist

8021 Warwick Ave. • Louisville, KY 40222
800-928-2393 • www.dreisbachs.com
Rhonda Wallace • rhonda@dreisbachs.com

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Bay State Farm Direct Flowers

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MICHIGAN

Nordlie, Inc.

25300 Guenther Rd. • Warren, MI 48091
586-755-4200 • www.nordlie.com
Heather Rivera • tfigueroa@nordlie.com

Nordlie, Inc.

3440 Torrey Rd. • Flint, MI 48507
810-767-8883 • www.nordlie.com
Cathy Davidson • nordlieft@aol.com

Nordlie, Inc.

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616-534-6833 • www.nordlie.com
Deb Durrant • debdurrant@mcleodusa.net

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Judy Mears • judy@mearsfloral.com

MONTANA

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9797 B Derby Dr. • Missoula, MT 59808
509-838-2944 • www.rosesandmoreinc.com
Chris Chandler • chris@rosesandmoreinc.com

NEVADA

San Diego Florist Supplies, Inc.

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702-893-8080 • www.sdfsinc.com
Ryan Willis • ryan@sdfsinc.com

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800-437-7000 • www.hillcrestgarden.com
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5 Avis Dr. • Latham, NY 12110
800-724-1112 x 224 • www.seagroattriccardi.com
Mary Guziro • mary@seagroattriccardi.com

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800-437-7000 • www.hillcrestgarden.com
Mike Semon • miksem@hillgar.com

NORTH CAROLINA

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800-672-8226 • www.hardins.com
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OHIO

Dreisbach Wholesale Florist

720 Dalton Ave. • Cincinnati, OH 45203
800-928-2393 • www.dreisbachs.com
Rhonda Wallace • rhonda@dreisbachs.com

Nordlie, Inc.

9550 Granger Rd. • Garfield Heights, OH 44125
216-662-4200 • www.nordlie.com
Kevin Smith • nordlieinc@sbcglobal.net

Dreisbach Wholesale Florist

2115 Morse Rd. • Columbus, OH 43229
800-928-2393 • www.dreisbachs.com
Rhonda Wallace • rhonda@dreisbachs.com

Nordlie, Inc.

1331 Troy St. • Dayton, OH 45404
937-222-2201 • www.nordlie.com
Bruce Hastings • nordliedayton@gmail.com

Nordlie, Inc.

717 Warren Rd. • Newton Falls, OH 44444
330-872-0961 • www.nordlie.com
Rick McCarthy • nordlien@aol.com

OREGON

Frank Adams Wholesale Florist, Inc.

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800-922-7875 • www.franksadamswf.com
Scott Isensee • scott@franksadamswf.com

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412-355-7047 • www.pittsburghcutflower.com
Bob Luthultz • rbl@nauticom.net

Pittsburgh Cut Flower Company

1901 Liberty Ave. • Pittsburgh, PA 15222
412-355-7047 • www.pittsburghcutflower.com
Bob Luthultz • rbl@nauticom.net

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Bay State Farm Direct Flowers

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978-490-6045 • www.baystateflowers.com
Ron D'Orazio • rdorazio@baystateflowers.biz

TEXAS

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Kelly Duncan • jbparkswholesale2@sbcglobal.net

UTAH

Ensign Wholesale Florist

1167 West 3050 South • Ogden, UT 84401
801-359-8746 • www.ensignfloral.com
Lani Callister • lani@ensignfloral.com

Ensign Wholesale Florist

461 South 600 East • Salt Lake City, UT 84102
801-359-8746 • www.ensignfloral.com
Lani Callister • lani@ensignfloral.com

WASHINGTON

Washington Floral Service, Inc.

2701 South 35th St. • Tacoma, WA 98409
800-351-5515 • www.washingtonfloral.com
Bekkah Bohocky • bbhocky@washingtonfloral.com

Roses & More, Inc.

1015 N. Dyer Rd. • Spokane Valley, WA 99212
509-838-2944 • www.rosesandmoreinc.com
Chris Chandler • chris@rosesandmoreinc.com

WEST VIRGINIA

Dreisbach Wholesale Florist

4 McJunkin Rd. • Nitro, WV 25143
800-928-2393 • www.dreisbachs.com
Rhonda Wallace • rhonda@dreisbachs.com

WISCONSIN

Kennicott Brothers Company

4831 W. State St. • Milwaukee, WI 53208
414-443-1100 • www.kennicott.com
Pat Murphy • patrickm@kennicott.com

