

# Design Star Video 3



## THE “WHY” BEHIND OUR WRAPPING

In Europe, and other countries, floral shops often wrap their bouquets in a similar fashion, and I aimed to bring this European flair to Seattle, establishing a unique bouquet wrapping culture. My goal was to shift our clients towards preferring bouquets over vases, aligning with the European tradition where bouquets are placed in vases with the paper left on.

To achieve this, we carefully selected aesthetically pleasing paper, introduced branded newspaper and ribbon, and approached wrapping with utmost seriousness. The norm is to retain the paper and place the flowers in the vase. In our flower care instructions and personal interactions, we encourage clients to appreciate two distinct styles of bouquets: one with the paper and another without.

For us at Fleur, wrapping holds the utmost significance in the brand-building process, as discussed in our initial video. The carefully chosen paper, custom newspaper, and branded ribbon serve as integral elements that tie our brand together, quite literally, in the form of a bouquet. This meticulous attention to wrapping ensures that when others encounter a Fleur bouquet, they instantly recognize it as distinct and made by us, setting it apart from the rest.



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## WHAT IS WRAPPING to us?

In our case - we look at paper as an accessory to the bouquet. Similar to an outfit, your outfit is cute as is but if you add an accessory, it adds to the outfit. Similarly, we think of paper as an extra stem/texture

We're adding TO the bouquet

- colors are cohesive with arrangement, since we usually do monochromatic looks, we match the paper to one color. In seasonal pieces, we choose one color that compliments the composition

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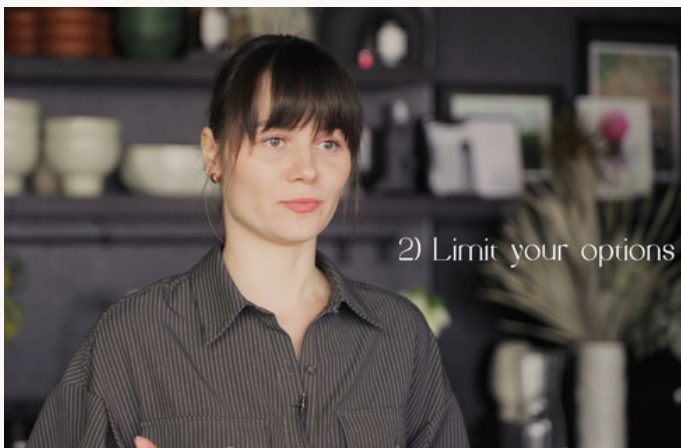


## KEY TIPS



### 1. COMPLIMENT YOUR BRAND:

Choose paper, wrapping, ribbon, colors, and textures that compliment your brand. Try to stand out and think of textures that no one has used before



### 2. LIMIT YOUR OPTIONS:

Do NOT purchase a lot of options, limit to 2-4 materials, 2-4 colors, 2-4 styles. The less the better! This will make your brand really stand out as a limited edition brand.



### 3. CREATE A RECIPE (optional)

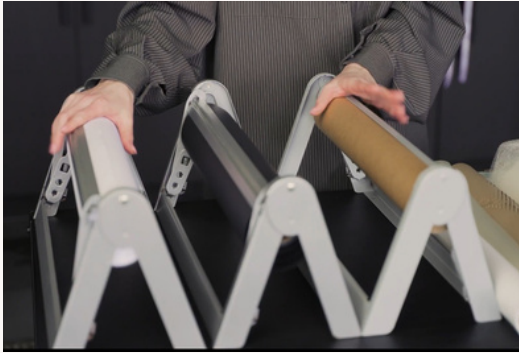
Similar to a floral recipe, create a one-of-a-kind wrapping recipe for your store.

Try to create your own, stray away from copying other florists

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## DIFFERENT MATERIALS



KRAFT PAPER



KOREAN WRAPPING PAPER - SHEETS



KOREAN WRAPPING PAPER - ROLL

## OTHER TEXTURES

LACE

PRINTED WRAPPING PAPER

VINTAGE NEWSPAPER

FABRIC

TULLE

HONEYCOMB PAPER

PARCHMENT PAPER

NEWSPAPER

LINEN

SCARVES

BE CREATIVE > Little exercise, go to Michaels or Joanns or craft store and look at different materials and fabrics

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## FOLDING TECHNIQUES

Master these folds and it will set you up for success every time. Some florists have more extensive folding techniques, but these are BEST for starting. After you get comfortable with these folds, you can get more creative and try more folding techniques.



turn paper into diamond and fold small triangle on the bottom - size of triangle depends on the size of the flower bouquet. smaller triangle = for big bouquet  
large triangle = small bouquet

best for sheet wraps & fan/abstract bouquets



turn paper into diamond and take the bottom corner and fold it up and over  
make sure the top triangles are asymmetrical

best for sheet wraps & fan/abstract bouquets  
also good for spiral bouquets (need 2 of these)



turn paper into square then take the top flap and fold down, leaving 2 inches from the bottom

best for SPIRAL bouquets, the first sheets that go on first (closest to flowers) - the second set of sheets for a spiral are unfolded if you want to cover the stems & vase with the paper and folded like this if you don't/it's too long



more advanced fold: 2 of these folded at opposite angles, the placed on top of each other and bouquet placed in the middle, then a large unfolded paper behind to fold it all together

best for sheet wraps & fan/abstract bouquets

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## FOLDING TECHNIQUES

for Korean ROLL paper

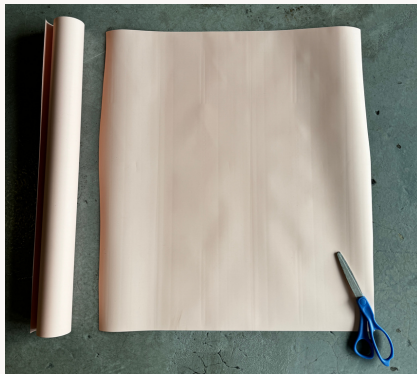
Prepping involves cutting these different shapes and then repeating the folds from previous page



cut 2 rectangle sizes



fold like this



cut 2 square sizes



fold small triangles



cut 1 (or 2) large rectangles



fold like the small triangles in the previous step, or this is more advanced level folding, you'll need 2 of these



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## KOREAN WRAPPING SHEETS METHOD



### TIPS

- wrap one sheet in front around the neck
- place the sheet like a diamond and fold a triangle on the bottom of one end
- take one corner of the sheet and pull it up over the other corner (best for spirals too)

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## KOREAN WRAPPING ROLL PAPER METHOD



### TIPS

- cut different shapes (usually 2 large, 2 rectangle and 1 square)
- use the biggest sheet at the end to wrap everything together



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## SPIRAL METHOD WITH KOREAN WRAPPING SHEETS



### TIPS

- fold the paper you do first, all the way down, leaving 2 inches unfolded
- rolling works best, you can also scrunch up the paper like a sewing machine when you roll, so scrunch roll scrunch roll
- take one corner of the sheet and pull it up over the other corner (not shown in video)

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## KRAFT & TISSUE WRAP METHOD



### TIPS

- similar to Korean paper roll, cut 2 large sheets, 2 rectangle, and 1 square
- with the tissue, try to create pops of color or go in between the stems

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## CONCLUDING TIPS

- **Practice makes perfect, try one method and stick to it for a long time**
- **Once you become comfortable with the paper, it makes it easier**
- **Folding is key! When you learn the folding techniques, it becomes easier**
- **Practice practice practice - Rewrap and rewrap again**

**YOU GOT THIS!**