

# Design Star Video 2



## BREAKDOWN OF TOPICS & DEFINITIONS

COLOR THEORY

VERSATILITY

ARCHITECTURE

THE IMPORTANCE OF HAVING THE RIGHT FLOWERS FOR THE RECIPE.

THE FLOWERS YOU CARRY WILL  
MAKE OR BREAK YOUR NICHE AND STYLE

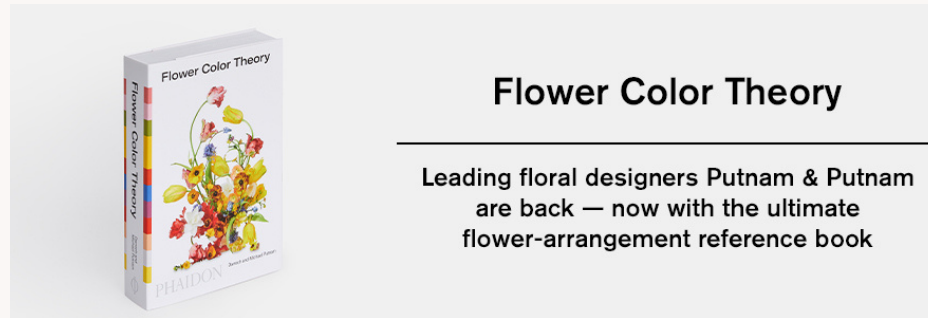
YOU REALLY WANT TO ASK YOURSELF,  
*“WHAT KIND OF BOUQUETS DO I WANT LEAVING MY STORE”*

# Color Theory



## SEVEN COLOR SCHEMES.

1. ACCENT COLOR
2. ANALOGOUS
3. COMPLEMENTARY
4. MONOCHROMATIC
5. RAINBOW
6. TRANSITIONAL
7. TRIADIC



## Flower Color Theory

Leading floral designers Putnam & Putnam are back — now with the ultimate flower-arrangement reference book



## OUR STYLE OFTEN FALLS UNDER:

1, 2, & 4



HUE: ADDING HUES OF COLORS TO COMPLIMENT THE SCHEME

# Seasonal Collections



## CONSIDER CREATING COLLECTIONS FOR HOLIDAYS AND SEASONS

ex. Easter Collection featuring baskets with pastel colors  
Fall Collection featuring Fall Colors and Thanksgiving Centerpieces  
NYE Collection with tinsel, white, gold, black, silver

Stick to a few color schemes and place BOX orders with Mayesh

Create Seasonal Standing Orders with Mayesh to align with Seasonal Colors & Collections



## Flower Color Theory

Leading floral designers Putnam & Putnam  
are back — now with the ultimate  
flower-arrangement reference book

## SEASONAL

SPRING - White, Lavender, Blush, Peach, Pink

SUMMER - Yellow, Orange, White, Blue

FALL - Brown, Peach, Mauve, Mustard, Burgundy, Orange

WINTER - White, Black, Plum, Red, Green, Silver

## HOLIDAYS

NEW YEARS > Silver, White

VALENTINES DAY > Red, Pink, Blush, White > lots of roses

EASTER > Pastels, Yellow, Lavender, Baby Blue > Delphinium, Yellow Acacia

CINCO DE MAYO > Green, Orange, Red

MOTHER'S DAY > Pink, White, Peach, Blush > Peonies

4TH OF JULY > Red, Blue, White

THANKSGIVING > Orange, Brown, Peach > Maple Leaves

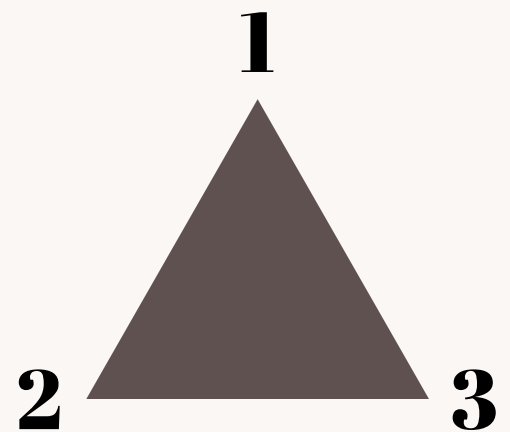
CHRISTMAS > Red, White, Green > Pine, Amaryllis

# Versatility



A. THE ABILITY TO USE AN ELEMENT IN VARIOUS WAYS WITHIN A BOUQUET OR TO USE DIFFERENT TYPES OF ELEMENTS IN THE SAME BOUQUET (E.G., TROPICAL, PRESERVED FLORALS, HIGH-END FLOWERS, STANDARD FLOWERS, SEASONALS)

B. WORKING IN EVEN/ODD NUMBERS FOR DIFFERENT ELEMENTS



# Flowers Used



Description	Unit type	Total Units
Gerbera Spider Pink big victory hot pink/white	Stem	10
Peony Coral	Stem	3
Calathea Leaves Green/White	Stem	10
Bromeliad Aechmea Bonita Purple	Stem	1
Chrysanthemum Disbud Linette Peach	Stem	10
Rose Phoenix Peach	Stem	25
Ranunculus Peach	Stem	10
Anthurium Red	Stem	1
Rose Freedom Red	Stem	25
Ranunculus Blush	Stem	10
Stock Peach Select	Stem	10
China Mum White Select	Stem	10
Carnation White	Stem	25
Bells of Ireland Green	Bunch	1
Spray Rose Red	Stem	10
Carnation Brut Blush Fancy	Stem	25
Amaryllis White 4B	Stem	2
Rose Playablanca White	Stem	25
Gloriosa Red/Yellow	Stem	2
Phalaenopsis Orchid White	Stem	2
Snapdragon White Select	Stem	10
Anemone Black Center White	Stem	10
Rose Garden Charity Blush Alex Standing	Stem	12

Description	Unit type	Total Units
Rose Garden Juliet Peach Alex Standing	Stem	12
Ranunculus White 10% off, standing	Stem	10
Spray Rose Garden Assorted Alex Standing wedding rosever 6, blanche 6	Bunch	12
Dendrobium James Story Red	Stem	10

## Units

Mark Code	Description	Unit type	Total Units
LAL	Preserved Eryngium Pink	Bunch	1
LAL	Preserved Italian Ruscus Peach	Bunch	1
LAL	Preserved Bleached Fern White	Bunch	1

# Architecture



A. BASE STRUCTURE: THE ELEMENTS IN A BOUQUET THAT CREATE FORM, USUALLY FOLIAGE OR STEMS WITH MULTIPLE BRANCHES

B. ASYMMETRICAL: LACKING EQUAL SIZE OR SHAPE; NOT SYMMETRICAL

C. BORDER: THE OUTLINE OR EDGE OF A BOUQUET

D. GESTURAL STEMS: ORGANIC MOVEMENT OF THE FLOWERS

E. GROUPING: PLACING AN EVEN NUMBER OF THE SAME ELEMENT TOGETHER FOR DIMENSION/DEPTH/CONTRAST



# Customer Order Form

## Choice Intake

### Date of Delivery/Pick Up \*

It takes 2 days to fulfill an order placed online.  
We are open Mondays by appointment/pick up ONLY and Tue-Fri, 9am-6pm. Pick-Up & Delivery will be within those times. Thank you!

### Delivery Instructions

Let us know if there are any special delivery instructions.

### Time of Pick Up/Delivery \*

It takes 3 days to fulfill an order placed online.  
We are open Mondays by appointment/pick up ONLY and Tue-Fri, 9am-6pm. Pick-Up & Delivery will be within those times. Please keep in mind, delivery time is not always guaranteed, please choose a range. Thank you

9am-11am ▾

### Recipient Name \*

### Note for Recipient \*

### Signed \*

### Color Palette \*

What color scheme would you like in the bouquet?  
Please keep in mind, the options you write are not guaranteed and will be based on availability. The florist will do their best to add those in depending on the season/availability.

### Are you "ok" with tropical flowers? \*

We usually have at least one stem of tropicals in our arrangements. If we are led to add one to the design, are you okay with that?  
(please keep in mind, this is up to the designer's preference, selecting "yes" does not mean a tropical will be in the piece).

Yes, I'm okay with Tropicals ▾

### Are you "ok" with preserved pieces? \*

We usually have at least 2-3 stems of preserved pieces in our compositions. If we are led to add one to the design, are you okay with that?  
(please keep in mind, that this is up to the designer's preference, selecting "yes" does not mean a preserved piece will be in the composition).

Yes, I'm okay with Preserved Pieces ▾

### Flower Favorites \*

Tell us your choice of flowers (roses, tulips, mums, peonies, garden roses, etc.)

Please keep in mind, the options you write are not guaranteed and will be based on availability. The florist will do their best to add those in depending on the season/availability, if they are not available, the florist will choose the best substitution (if there is one).

### What is your preferred arrangement style? \*

Please select which style suits the arrangement you'd like

Romantic

Whimsical

Modern/Clean

Designers Choice

### Define the Aesthetic

We like to get an idea of the person we are arranging a bouquet for, please write which aesthetic/style you prefer or if you are gifting this to someone, what is their aesthetic?

### Define Home Style

There are different types of home styles that we take into consideration when arranging someone special. Do you have a specific home style or does the person you are gifting the flowers to have a specific home style? Is it retro, vintage, modern, traditional, industrial, bold, etc.

# Methods Used



## **Bouquet #1**

### Monochromatic Collection

Color Theory  
*monochromatic*  
*white*  
*white hues in*  
*greenery/textures/fillers*

Versatility  
*standard florals*  
*high end florals*  
*base > focal*

Architecture  
*emphasis on shape, less on*  
*color*

*asymmetrical*

*gestural stems: movement,*  
*depth*

*offset*

*grouping*





# Methods Used



## Bouquet #2

Tropical  
Collection

Color Theory  
*analogous*  
*peach fuzz*  
*tropical/citrus hues*

Versatility  
*standard florals*  
*high end florals*  
*tropical florals*  
*preserved florals*

Architecture  
*modern*

*abstract*

*grouping*



# Methods Used



## Bouquet #3

Seasonal  
Designers-Choice  
Collection

Color Theory  
*accent color*  
*blush base > pop of red*

Versatility  
*standard florals*  
*high end florals*  
*pop of tropical*

Architecture  
*firework method*

*romantic*

*offset*



# Retail Design Exercise



To discover your style/niche and to begin making your dream designs, follow this exercise!

## STEPS 1-7

**1. Open Pinterest: if you don't have an account yet, make one, you'll need this for as long as you're a florist**

**2. Search for a specific type of composition you want to**

- If it is a vase composition, search “vase composition...”
- If it is a bouquet, search “floral bouquets...”
- If it is a wrapped bouquet, search “wrapped floral bouquet...”

**3. Add in Specific Key Words, according to your Retail Design/Style/Niche**

- If you want to focus on tropical pieces, add in “tropical” to step #2 search
- If you want to focus on romantic pieces, add in “romantic”
- If you want to focus on whimsical, add in “whimsical”
- If you want to focus on modern, add in “modern”
- and so on....

**5. Begin your search and start saving pieces into different mood boards**

- Create a moodboard for each of the compositions you're doing (ex. Mood Board 1: Bouquets, Mood Board 2: Vase Arrangements, Mood Board 3: Preserved Compositions, Mood Board 3: Hand-tied Bouquets, ect.)

**6. The more you save, the more Pinterest begins to suggest similar pieces which makes step 1-3 easier.**

**7. Once you have 30-50 pieces saved, go through each board and condense it to 20 pieces.**

- This step is very prominent in a sense that when you go back, you'll see that the items you first saved will be different from the ones you saved last. The purpose of this exercise is to show you what you truly want to be making and how to get there
- After you condense it, you should see a common theme (whether it's all romantic photos, all whimsical photos, or something completely different)
- If you search one style but ended up discovering you're more attracted to a different style, try to come up with a word that describes it and start over with step 2



# Retail Design Exercise



## STEPS 8-13

### **8. Once you get to the condensed 20 pieces, pick just 1**

- This step might be extremely difficult but here are some key tips
  - look for one that doesn't make you adjust your mayesh standing/deliveries, flowers that you already use that you can play with - don't break the bank with this exercise
  - look for something you KNOW you can make at first, but just with a hint of challenge (maybe you don't use tropicals and want to add one, maybe you don't use dry pieces but want to add one, etc.)

### **9. When you pick that 1, take out a piece of paper, or notes on your phone, and write down every flower/ingredient you see in the photo**

### **10. Get the flowers from the recipe**

- If you see flowers you already have in your store weekly, that's great! But if most of the flowers you don't carry, try to see what you can substitute
- If you do have a budget for this, then place an order with mayesh for the day you want to practice making the composition of your choice

**11. This step is optional & depends on your floral knowledge > While you wait for the florals/day to practice. Go on google/youtube/anywhere where you can find details on how to build that composition of choice. If its a wrapped bouquet, type in a specific search like, "learn how to make a whimsical bouquet with wrapping paper." Be as specific as possible. Or maybe "a modern vase composition with green and white flowers." Just remember to be specific! DISCLAIMER: there may not be a lot out there, but try to watch as many videos/tutorials as you can that align with what you're trying to make.**

**12. When the flowers come in, take out that photo you saved, place it in front of you, and start your composition/bouquet. Remake it as many times as you want until you are happy with your product. Continue re-working it and think of other ways you can make it YOURS. Have a notebook and take notes of things you learned. Maybe you didn't like to work with one of the flowers, or maybe this bouquet requires a start with blooms instead of greenery, whatever it is, take notes and perfect it.**

**13. You can repeat steps 8-12 with a few other photos you saved. You can even try to find 2-4 similar photos saved so you can order flowers and use them all up for this instead of buying large packages and using only some of the stems.**

