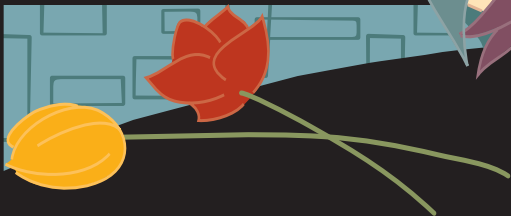


the Hip Giver's guide

How to be the Savviest,
Most Sophisticated Gift
Giver of All Time

From the **Society of American Florists**
and **Rebecca Cole**, floral designer
and author of *Flower Power*.

Find this guide online at
www.aboutflowers.com/hipguide.htm



JANUARY

Resolve to send A smile.

Start the New Year off right by giving a gift of Flowers to a special Friend, or yourself! Behavioral research conducted at Rutgers University proves the presence of Flowers has an immediate impact on happiness and increases life satisfaction and enjoyment.

Frequent Flowers: This month, do a little digging into iris, bird of paradise and alstroemeria on the Flower Library at www.aboutflowers.com.

It's a Fact: 88% of people agree that a gift of Flowers changes your mood for the better.

Did You Know? Florists are design professionals and can create unique looks to suit every occasion.



Tip: Ask your Florist to design a sensuous arrangement in luxurious reds, purples and oranges to send a sophisticated smile.

FEBRUARY

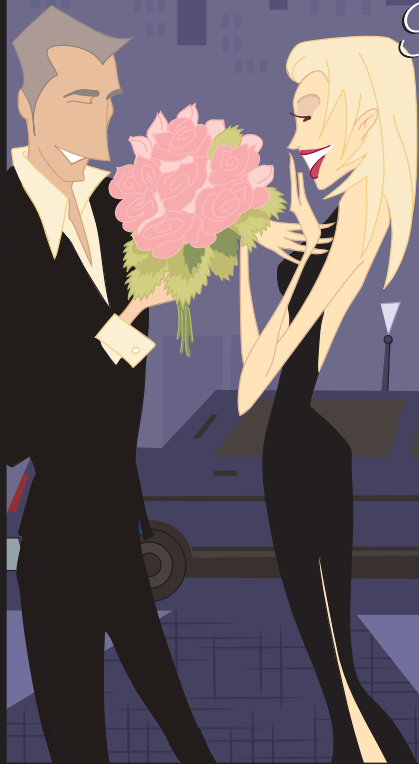
Real romance, simply perfect.

According to research, 92% of women can remember the last time they received Flowers. Judith Sherven, co-author of *Be Loved for Who You Really Are*, says, "Giving Flowers is a great example of a simple romantic gesture that creates enduring memories."

Frequent Flowers: Roses come in every color – From calming lights to vivid brights – so take your pick. Ask your Florist about their wide selection of unique, colorful rose varieties.

It's a Fact: Men are Fans of vivid, crisp colors such as red, orange, purple and blue. Women tend to relish pastel tones of pinks, peaches and lavenders.

Did You Know? People have been passionate about roses since the beginning of time. It is rumored that the Floors of Cleopatra's palace were carpeted with their delicate petals.



Tip: When sending Flowers, look to poetry as inspiration for the enclosure card. Find creative card messages in the Ordering Advice section of www.aboutFlowers.com.

MARCH

Spring an unexpected gift on a friend.

Celebrate spring and take a moment to brighten someone's day with a surprise Floral arrangement. The best reason to send a gift of Flowers is Just Because.

Frequent Flowers: Explore the cheerful colors of spring Favorites like tulips, hyacinth and daffodils.

It's a Fact: 83% of people like to receive Flowers when they are unexpected.

Did You Know? You can customize a gift of Flowers to a Friend's personality. Check out the Floral Signature quiz at www.aboutflowers.com.



Tip: When ordering a Floral gift, describe the recipient's favorite colors or hobbies to your Florist.

APRIL

Flowers, work overtime, every time.

Nature holds the secret to business success, according to research conducted at Texas A&M University. Idea generation, creative performance and problem-solving skills improve substantially in workplace environments with flowers and plants. Find the Full study results at www.aboutflowers.com/workplace/research.htm.

Frequent Flowers: A dish garden, a colorful collection of blooming and green plants, can bring the beauty and serenity of nature into your office or home.

It's a Fact: 89% of people agree that a person who gives a gift of flowers is sophisticated.

Did You Know? The last Full week in April is Administrative Professionals Week, also known as Professional Secretaries Week.



Tip: Try Flower Power. Send flowers to recognize an employee for a job well done or to express appreciation to a valued client.

MAY

Pamper your Mom.

Pamper the one who pampered you. Show Mom you appreciate all she does by delivering the one gift that makes her feel extraordinary.

"Our favorite gifts are the ones that allow us to express emotion and make us feel special," says Robyn Freedman Spizman, noted gift expert and author of *Make It Memorable: An A-Z Guide to Making Any Event, Gift or Occasion Dazzling!*

Frequent Flowers: Try lilacs, peonies or Freesia for a dose of nature's perfume. For gardeners, give a gift of bedding plants to start off the season.

It's a Fact: Along with their moms, Americans also give flowers to their wives, friends, sisters and aunts on Mother's Day.

Did You Know? Thousands of local florist shops are networked across the country and can ensure your customized arrangement is sent on time to just about anywhere.



Tip: For moms who love to cook, send an herb garden. Visit the Holidays & Occasions section of www.aboutflowers.com for more ideas to wow Mom.

JUNE

Create Brides of smiles.

Brides need not worry about matchmaking when it comes to wedding flowers. From the bridal bouquets to the boutonnieres, wedding flower trends include diversity of choice, boldness of color and distinctiveness of design.

Frequent Flowers: Colorful blooms, in contrast to traditional white, are en vogue, with lavenders and plums beautifying bridal parties.

It's a Fact: One-third of all weddings occur in the summertime.

Did You Know? Nothing sets the mood for a picture perfect wedding day like flowers. Learn about unique ways to use flowers for weddings in the Holidays & Occasions section of www.aboutflowers.com.



Tip: Send flowers as welcome gifts for out-of-town guests, or thank you gifts for those friends and family who went out of their way to make your day special.

JULY

Discover the colors of emotion.

International color expert
Leatrice Eiseman unearthed the
philosophy of Flower Therapy, that
certain color combinations –
expressed in Floral arrangements
– can stimulate and relax the
senses and enhance our moods.

Frequent Flowers: An arrangement
featuring flowers and foliage
like hydrangea, delphinium and
eucalyptus in light shades of misty
blues and greens can help create
a “tranquil” feeling.

It's a Fact: To learn about five
emotions that can be created
through the color of flowers,
visit [www.aboutflowers.com/
FlowerTherapy/information.htm](http://www.aboutflowers.com/FlowerTherapy/information.htm).

Did You Know? An artful floral
arrangement has the ability to
convey a feeling or create a mood
without using words, just color.



Tip: Tell your florist the mood
you are trying to create.
They will provide expert
advice on floral gifts to enhance any
sentiment or occasion.

AUGUST


Make home a haven.

Consumers are seeking simple, affordable solutions to enhance their homes. Flowers are the essential accessory to perk up living space and brighten the mood and personality of every room in the house.

Frequent Flowers: Explore the bright, sunny shades of gladiolus, Gerbera daisies, snapdragons and lilies.

It's a Fact: According to Rutgers University research, people typically place flowers in open spaces within the home, signifying that flowers are a symbol for sharing.

Did You Know? Florists can create arrangements that match the style of a home's decor, from Victorian to casual, easy living to modern contemporary. Visit the entertaining and decorating section of www.aboutflowers.com for more information.



Tip: For a friend who is hosting a party, send a floral arrangement that complements their style before the party starts.

SEPTEMBER

Test your Floral IQ

From Aster to Zinnia, learn the ABCs of Flower types, meanings and design styles at the Flower Library on www.aboutFlowers.com. You'll Find photos and descriptions of the most popular Flowers and plants, as well as care tips For your blooms.

Frequent Flowers: This month, research some unusual varieties such as anthurium, bouvardia and liatris.

It's a Fact: Even the smallest of local Florists has access to a wide variety of Fresh Flowers and plants on a daily basis.

Did You Know? Florists generally have dozens of different varieties in their shop at one time. Explore your Florist's cooler For the hottest trends in Flowers.



Tip: Get the most out of your Flowers. Keep the vase filled, or Floral Foam soaked, with clean water containing Flower Food provided by your Florist.

OCTOBER

Send Mother & Nature's social security.

Flowers ease depression, inspire social networking and reFresh memory in senior citizens, according to research from Rutgers University. "Our research shows that a small dose of nature, like flowers, can do a world of wonder for our well-being as we age" says lead researcher Jeannette Haviland-Jones, Ph.D. For more information on the study visit www.aboutflowers.com/seniorstudy.htm.

Frequent Flowers: Nurturing floral arrangements in soft, tender colors, including pastel shades of yellows, peaches and creamy whites, make us feel safe, snug and loved.

It's a Fact: Flower quality and freshness are consumers' most important considerations when ordering floral gifts.

Did You Know? Professional florists offer same-day delivery service.



Tip: Send flowers in the nurturing palette to brighten up a friend's hospital room or ease the loneliness of recovering at home.

NOVEMBER

Give thanks... connect with family and friends.

Flowers are a creative way to communicate sentiments across the miles when you can't be there in person.

Frequent Flowers: For Thanksgiving centerpieces, ask your florist about flowers in fall hues such as chrysanthemums, roses, carnations, alstroemeria and lilies.

It's a Fact: 86% of consumers agree that a floral gift makes them feel special.

Did You Know? Local florist shops offer several convenient means of ordering, including phone lines and Web sites accessible 24/7.



Tip: Plants make wonderful gifts. Send a green houseplant, dish garden or topiary to make someone's ordinary day extraordinary.

DECEMBER

Seasonal Greetings.

Flowers and plants have long played a special role in holiday Festivities and are as personal and individual as the people celebrating. Use color and design to create a celebratory centerpiece, Foyer display or other seasonal conversation starter!

Frequent Flowers: Floral wreaths make beautiful centerpieces. Fill the center with a trio of pillar candles, Fresh Fruit or glistening balls. Find more holiday Floral ideas in the Holidays and Occasions section of www.aboutFlowers.com.

It's a Fact: Christmas/Chanukah is the most popular holiday season For sending and receiving Flowers.

Did You Know? More than 60 million poinsettias are sold annually. And, poinsettias and amaryllis are now available in cut Flower varieties so these holiday Favorites can be incorporated into Floral arrangements to mark the season.



Tip: Attending a holiday party? Have your Florist deliver a cheerful arrangement or holiday plant before you arrive. You'll be the talk of the evening.



The Hip Giver's Guide is produced
by the Society of American Florists.