

SUAVE SELECTIONS

> The staff at Nielsen's Florist and Garden Shop in Darien, Connecticut, a two-time Floral Management Marketer of the Year Award-winning business, has homed in on locals' preference for premium flowers. "Our customers are pretty discerning," said lead designer Bob Sabia, AIFD. They recognize certain blooms as exclusive and gravitate to arrangements that include them, he explained. "A few high-end products instantly increase interest." Here are two customer favorites you can replicate in mere minutes. 🌿

CLASSIC ELEGANCE "This is our bread and butter," Sabia said. "We always have something like it ready in our cooler." Many shoppers swoon for this traditional and sophisticated style. Five lush garden roses pump up its perceived value. Design time: 10 minutes. Wholesale costs: \$30. Suggested retail price: \$125 to \$150.



GARDEN MAGIC Nielsen's regular clients often request something "a little different" during the summer, Sabia said. "They like flowers that look like they were just plucked from the garden, particularly if they're throwing a garden party," Sabia said. Pincushion proteas, dahlias, sunflowers, cockscomb celosia and various greenery provide incredible texture, dimension and visual interest. Design time: 15 minutes. Wholesale costs: \$25. Suggested retail price: \$100.

Katie Hendrick Vincent is the senior contributing editor of *Floral Management*. kvincent@safnow.org

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