

## BRIGHT SUNSHINEY DAY

> Like many florists, Andreia Boscato Muller, AIFD, FSMD, has seen a wave of postponements with her 2020 wedding clients, prompting her to launch an à la carte collection to court a new demographic planning small backyard or city hall affairs until the danger of COVID-19 fades (see Vow to Profit, p. 18, for more info on this tactic). One couple, however, chose to proceed with their original vision and date. “They said, ‘Don’t worry, our church is big enough to allow social distancing. Go ahead and work your magic,’” recalled the owner of The Flower Studio in Altamonte Springs, Florida. Music to Muller’s ears, this wedding in late June gave her a chance to practice her creative artistry and share a bright and cheerful bouquet with her social media followers.

Muller’s longstanding approach of selling general styles and color palettes rather than specific flowers shields her from challenges with product availability; it also gives her a lot of freedom to maximize profitability. Although this bouquet includes a few premium blooms, including peonies and ranunculus, “Its perceived value really comes from its color harmony, form and texture,” said Muller, who has invested heavily in floral education over the past seven years. “Knowing the principles and elements of floral design gives me a huge advantage, as I can mix colors, textures and varieties in a way that the final product is appealing.” 🌸

**Katie Hendrick Vincent** is the senior contributing writer and editor for *Floral Management*. [kvincent@safnow.org](mailto:kvincent@safnow.org)

**JOYFUL EXPRESSION** Muller achieved harmony with analogous color schemes (green and yellow, pink and purple) and loads of texture, juxtaposing between soft, multi-petaled blooms — peonies, ranunculus, roses, stock — and coarser products, including veronica, lavender, bupleurum and chamomile. A few stems of alstroemeria and spray roses helped create a full, lush shape with their many blossoms per lateral. Design time: 20 minutes. Wholesale costs: \$49. Retail price: \$250.



