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A Florist's World

By Flor London

How pleasant it is to enjoy the aesthetics of a vase full of colorful and aromatic flowers. Flowers are

known to have positive effects on our moods, perhaps due to the fact that they are a living creation of art, and thus the bilateral relationship developed with their owner — flowers offer their beauty in return for their owner's attention and watering. This living relationship is not the flowers' sole relationship. Don't be alarmed, your darling flowers aren't cheating on you! But your flowers have already shared a vital relationship with the florist, who decides which flowers to buy and where to buy them from, who takes care of the flowers even before they are in her possession, and who certainly leaves a personal touch on the flowers, using the talents of artistry and style to create a bouquet you won't want to take your eyes off. Thus, it is the florist who prepares your flowers for you — not only in the beauty of a bouquet, but also in the care that the flowers will expect us to continue giving them.

Thanks to today's leaps in technology, specifically communication and transportation, a flower growing in Mexico, for example, can be transported to France within the span of twenty-four hours. Of course, this seemingly simple statement involves a lot of work. A good florist will scan the world market for quality and prices. Naturally, flowers that can be bought locally will be, as they will have less distance to travel, and arrive at the florist's shop quickly and safely. Since, however, freesias don't often bloom near London in January, a large quantity of cut-flowers do use their frequent flyer cards as they make the trip from this to that country, or this to that continent. Needless to say, extreme care goes into preparing these travelers for their voyage. When flowers are coming right from the grower to the florist, they are usually cut right before leaving for the airport (talk about last minute preparations!) and prepared in the trucks on the way to the airport. Flowers that retain water well are laid flat in boxes, while more perishable and exotic flowers are guarded by individual water holders on the stem. In this manner, the well-prepared flowers make their trip. Most flights for these delicate passengers will be extra cool to provide for a most enjoyable flight. Upon arriving, the flowers are transported to cooled trucks which take them to the florist. This exchange — directly from the grower to the florist — is ideal, as the flowers spend less time traveling from here to there, and the costs won't be increasing as the flower quality is decreasing.

The florist keeps track of the above-mentioned process to ensure the fresh and happy arrival of her materials. Upon receiving the packaged-up bundles of joy, the florist is like a new parent for a few

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minutes, unwrapping the flowers with utmost care, in order to get the flowers the nutrition and safety they need. However, during the caring and feeding, the florist will consider the new arrivals with much more scrutiny than would the parent of a newborn (or so we hope), checking for imperfections and making sure quality is first-rate. Once the flowers are cut to appropriate lengths and safely refrigerated in water, the florist communicates to the grower that all is well, and ideas are exchanged for future interactions. Communication is a large part of the florist's job, and this conversation with the grower was certainly not the first, and will not be the last.

A good florist, while being a client of the grower, is also a seller, and knows the importance of communicating with people like you — her clients. And communication with a florist is important. In a job that requires such care for living flowers, as well as artistic talent in arranging, the busy florist is never too busy to hear your input, and in fact needs this important information: if the client is to be happy with the result, communication must be strong between the florist and client. Flowers truly can convey what words cannot say, so the specifics of what type of event, who they're for, preferences in

colors, flowers, textures, even the types of leaves used to give the bouquet body, is important information. Specific holidays, such as Valentine's Day or Mother's Day will also influence the client's choices. The florist needs your feedback to create the right bouquet. Watching a florist at work certainly gives the impression of an eccentric or a mad genius at work. Suddenly, a flower that was placed with such care is pulled out of the bouquet with a displeased look, then placed almost identically back in its place. But something is different, and the florist continues working with an appeased mind. Florists are artists, and take care to create the perfect picture, whether it is one conveying carefree joy or somber mourning.

When admiring your bouquet sitting on your dining room table, keep in mind that the florist who arranged it has done much more than arrange. The florist ensures that the quality of the flowers is top notch even before laying eyes on them. The quest for the freshest flowers is now an international search, and the florist makes sure her flowers are treated like first-class passengers during their trip to her store. Once at her door, the florist continues the care she started, dexterously cutting and submerging the stems in water. Happily seeing that the flowers are finally safe and ready for the chef d'oeuvre, the florist will create the masterpiece based on what her client is looking for. The florist, a person of many talents, is, at the end of the day, a businessman, a caretaker, an empathetic listener, and an artist.

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How To Hire The Florist For Your Wedding

By George Meszaros

You have bought your bridal gown; you have reserved your reception venue, what's next? Decorating your reception venue is an important task that you can't start early enough. Your first step in decorating your venue is to find the right florist. It sounds simple, but it takes a lot of work.

When you interview florist make sure you don't just take their word for it. You should see their previous work. An experienced bridal florist should have plenty of pictures in her portfolio. If the florist is unable to show you pictures of her previous work, you should walk. Decorating is too important to leave it to an inexperienced person.

The right florist is not only making sure the right flowers are delivered and arranged on your wedding day. A really good florist is an advisor about the overall decorating of the venue. Florist should have an eye for making any location look its absolute best, and it goes beyond arranging the flowers. Florist should be involved in selecting the right flowers, lights, candles, linens, decorative linens, and more. Of course, it doesn't mean you have to agree to every suggestion. But, it certainly helps to get suggestions.

You can't start soon enough for the right florist. It is certainly an essential part of your wedding planning project, and you should not leave it to the last minute. You should start interviewing florist as soon as you have reserved the reception venue. If possible, invite the florist to visit the venue with you to make suggestions about colors and decoration in general.

Make sure to have an idea of what you want by the time you hire the florist. Bring as many pictures, magazines, and catalogs you can to describe your requirements to the florist. It helps them too to understand exactly your likes and dislikes.

You should work within your budget. Make sure your florist understands how much you have allocated to flowers and decoration. When both you and your florist understand your budget, you don't have to worry about surprises.

Ask for references, and check references. It is not enough to ask for them, so take the time and call the references and ask detailed questions regarding budgets, timeliness, customers service, quality, etc.

Put everything in writing, and be very specific. Make sure the name and color of the flowers, the time of delivery, the location of the delivery, and guarantees are part of the written contract. Always have a written and signed contract in place. It protects you and the vendor.

Author: George Meszaros with

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