

liza roeser

The Flower CEO





Today's Agenda

Trends

Flower 101

Pro Tips

Questions

Tulips

Be Uniquely You

Create More Joy

#NeverNo

Give Grace

Believe



A wedding party of ten people, including a bride and groom, posing in a field of yellow wildflowers. The bride is in a white dress, and the groom is in a green suit. They are surrounded by bridesmaids in various styles of light blue and green dresses. All are holding bouquets of pink, purple, and white flowers. The background shows lush green trees and a white street lamp.

 fifty
flowers

Credits: Share Your Fair submission

Individualized Palettes



Credits: Pearl Weddings & Magazine



Credits: Real Weddings Magazine



Credits: Real Weddings Magazine

Monochromatic



Credits: Real Weddings Magazine



Credits: Real Weddings Magazine

Dark Greens



Credits: Magic Flowers Wedding



Credits: Magic Flowers Wedding



Credits: Momential Designs Christie Rice



Credits: Monumental Designs Christie Rice



Credits: Monumental Designs Christie Rice

Pastels



Credits: La Japonica Wedding



Credits: LaValenciaWedding



Credits: Sandhya Masette



Credits: Sandhya Masette

Unexpected Elements



Credits: Tailoredtwig.



Photography: @tombbluephoto



Credits: Organica Floral Design

Dried with
Fresh



Credit: Magnolia & Lace



Credit: Magnolia & Lace

Installations



Credits Tailoredtwig



Credits: Tailoredtwig



Credit: Tailored Twig

Clean
Girl
Aesthetic



Credits: Blue Jar Events



Credits: Blue Jar Events



Credits: Share Your Flair submission

Quiet Luxury



Credit: Real Weddings Magazine



Credit: Real Weddings Magazine



Credit: Real Weddings Magazine

Bringing Outdoors Indoors



Credits: Tailoredtwig



Credit: Real Weddings Magazine



Credits: Tailoredtwig

Tablescapes



Credits: Tailoredtwig



Credits: Tailoredtwig

Disco



Credits: Real Weddings Magazine



Credits: Real Weddings Magazine



Credits: Real Weddings Magazine

Cozy
Aesthetic



Credit: Real Weddings Magazine



Credit: Real Weddings Magazine

Flower
of the
Year
Peony



Credits: Real Weddings Magazine



Credit: Real Weddings Magazine

Color
of the
Year
Peach Fuzzy



Credit: Real Weddings Magazine



Credits: Real Weddings Magazine

Flower Industry Trends



Wedding Verse



Credits: Midjourney AI

Details
Details
Details

Bouquet La Vie Boise



Credits: A-vante Grande Texas



Credits: tombluephoto

Stay
in your
Wheel
house



Credits: Real Weddings Magazine



Credits: husarphotography

Basic Elements





Coverage





Flower Life Line



Credits: Real Weddings Magazine

Event
Environment





JAJA
TEQUILA 100% AGAVE AZÚL
REPOSADO
Resaca & Amor al Día
100% AGAVE AZÚL

BLOO
JASMINE & ROSÉ

ESMÉ
Gin

Credits: *sandra_mortet*

Flower
Blooming
Cycle



Credits: lauramollphoto

What
flower is
this?



Dupes



Time Saving Tips



Credits: Wild Alpine Floral!



Ready to go



The most important tip...





Questions?

Credit: Tailored Twig

fifty
flowers

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