

liza roeser

The Flower CEO





Today's Agenda

Trends

Flower 101

Pro Tips

Questions

Tips

Be Uniquely You

Create More Joy

#NeverNo

Give Grace

Believe



 fifty
flowers



Credits: Share Your Fair submission

Individualized Palettes



Credits: Real 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 Japancia Wedding



Credits: La Valencia Wedding



Credits: Sandra Mosette



Credits: Sandra Mosette

Unexpected Elements



Credits: Tailoredtwig.



Photography: @tombbluephoto



Credits: Organica Floral Design

Dried with
Fresh



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

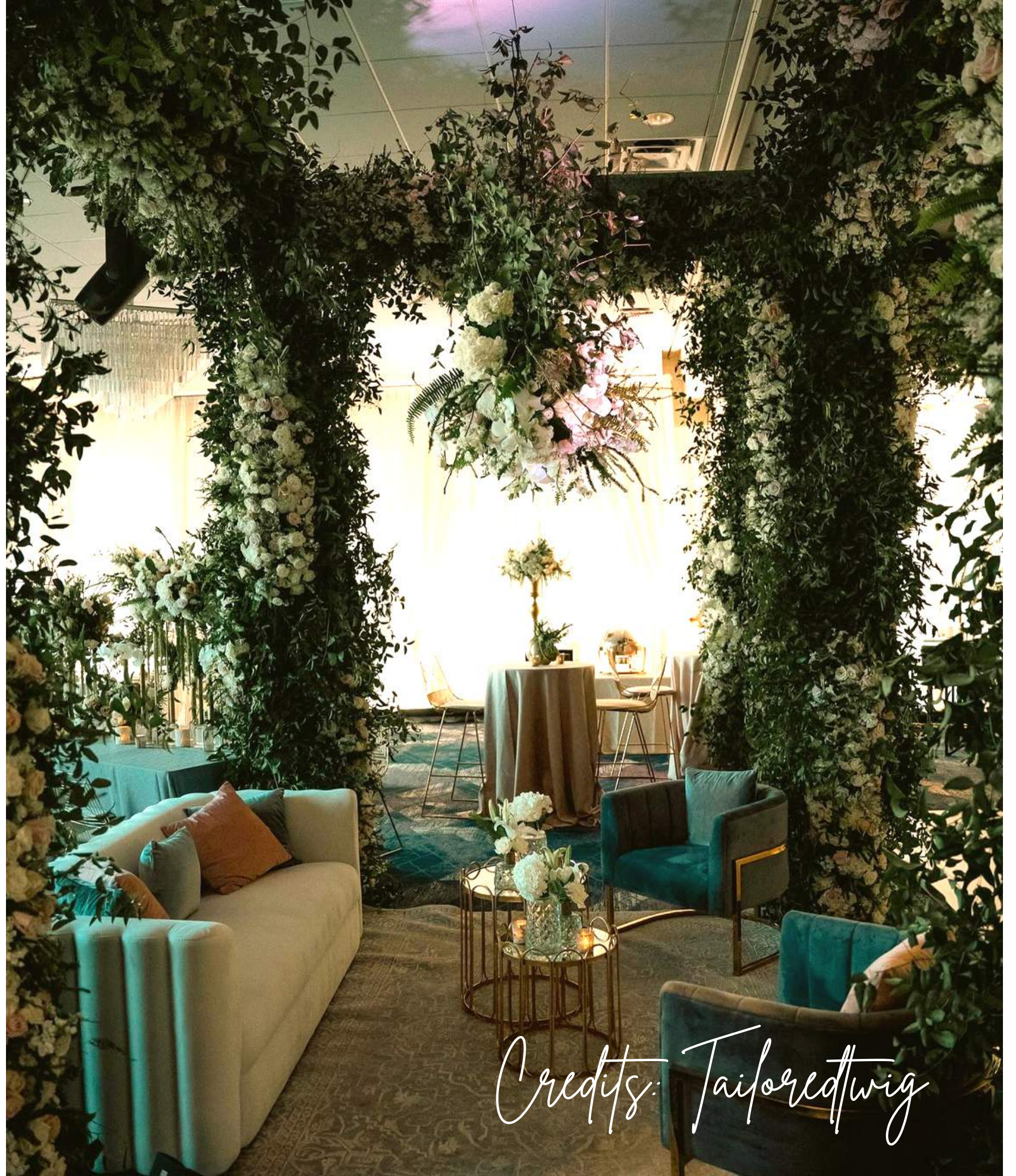
Bringing Outdoors Indoors



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: Awaite Grace Texas



Credits: tombluephoto

Stay
in your
Wheel
house



Credits: Real Weddings Magazine



Credits: husarphotography

Basic Elements





Coverage





Flower Life Line



Credits: Real Weddings Magazine





Credits: *sandra-mortet*

Flower Blooming Cycle



Credits: lauramollphoto

What
flower is
this?



Dupes



Peony



Garden Roses



Dahlia



Bahlia

Time Saving Tips



Credits: Wild Alpine Floral!



Ready to go



The most important tip...



A photograph of a wedding scene. In the foreground, a bride with long dark hair, wearing a white lace wedding dress and holding a bouquet of white flowers, has a surprised expression with her mouth open. To her right, a bridesmaid with blonde hair, wearing a bright pink dress with a large bow on the back, is smiling and clapping her hands. In the background, several guests in formal attire (tuxedos and dresses) are visible, some looking towards the bride and bridesmaid. The overall atmosphere is joyful and celebratory.

Questions?

Credit: Tailored Twig

 fifty
flowers

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