

GET THE LOOK

Industrialized elements have been making their way into floral design for quite some time now, and while it may seem tricky to blend them with delicate blooms, I love the challenge. When creating this industrialized landscape look, I wanted to feature the elements I love seeing on my daily (okay...weekly) walks, such as textured foliages, dainty blooms, and natural elements such as birch bark and woody components. I chose rose gold to gild my leather leaf fern because it pairs well with the deep plum of the carnations and the fuchsia of the waxflower, although gold or copper would be charming too!

- Jessica Leopold CFD, Design Department Manager -

Introduce multi-level fillers!

Infuse your design with filler blooms that emulate nature. Feverfew, solidago, waxflower are just a few options. Mix it up!

Texture, texture, TEXTURE!

Mix in medium-large textures such as button poms, daisies, or even thistle.

Create visual depth!

Deep-toned carnations in this design establish depth to draw the eye inward.

Final touches!

Use green trick dianthus, fuji mums, roses, or even lilies to create the "wow" factor!

Design a base with textured foliages!

Leatherleaf
Bay Leaf
Nagi Foliage

Choose a container!

Natural containers such as birch wrapped vases, wood boxes or even a clear cylinder wrapped with Birch Aspedicore ribbon would also be great options.

Add your industrial elements!

This design features rose gold metallic sprayed leatherleaf fern but almost any foliage option would be fabulous gilded! (We love Design Master Metallics.)

