

GET THE LOOK



Koehler & Dramm
wholesale florist

Designing for the senses is one of my all-time favorite styles, and this is the exact type of hearty arrangement that almost begs to be thrown in the crockpot on low for 8 hours. By mixing in vegetative elements such as poppy pods, kale, artichoke, date berries, thyme, rosemary, and olive, I was able to create an aromatic design that is both comforting and fulfilling to the senses. It truly is a wonder to watch people interact with a design, and while it's sometimes done without notice, designing for the senses can aid in developing a true appreciation for and relationship with our craft.

- Jessica Leopold CFD, Design Department Manager -

Sense: HEARING

Entice hearing by using your designs to initiate a conversation about flowers, design styles, and your craft!

Sense: TASTE

Entice taste by using flowers and foliage that are also available on the food circuit, such as kale, artichokes, date berries, thyme, rosemary, and others.

Sense: SIGHT

Entice sight by using a variety of textures, following the principles and elements of design, and selecting a pleasing color palette.



Sense: TOUCH

Entice touch by using a variety of textures (don't forget about the container!) that create not only visual but tactile interest!

Sense: SMELL

Fragrance is one of the most important considerations when it comes to floral design! Entice smell by using fragrant flowers and foliage - even herbs - like rosemary, thyme, eucalyptus, and others!