

62 *Martha Stewart Weddings's* TOP FLORAL DESIGNERS

Flowers and plants are inherently beautiful, but how you mix the two together to create amazing bouquets and arresting arrangements for a one-of-a-kind day is what makes them truly magical. Behold the best magicians—from coast to coast—in the business.

IN THE WEST

ALASKA

BLOOMSBURY BLOOMS,

Anchorage → **Her Style** → Owner Dallas Wildeve likes to forage locally and combine unexpected blooms or herbs, like purple vetch and borage, with classics like peonies. [bloomsburyblooms.com](#) *

NORTHERN CALIFORNIA

BROWN PAPER DESIGN, *San Francisco*

→ **Bio Bit** → Danielle Rowe's parents were gardeners, making her passion for flowers nearly genetic. Beyond designing, she just launched The Plant Library, which rents trees and greenery for events. [brownpaperdesign.com](#) * ▲

MAX GILL DESIGN, *Berkeley*

→ **His Style** → "I live for centerpieces," says Gill, who likes using chocolate cosmos or 'Koko Loko' roses mixed with obscure foliage, like heuchera and rex begonia. "They're the arrangements that get the most 'air time' because they're in guests' sight throughout the reception." [maxgilldesign.com](#) * ▲

SHOTGUN FLORAL STUDIO,

Berkeley → **Floral Fave** → Emily Read Bentley has a thing for dogwood. "The branches are so dramatic," she says. "Tucking those delicate flowers into an arrangement takes it from 'meh' to 'oh yeah!'" [shotgunfloralstudio.com](#) * ▲

STUDIO CHOO FLORISTS, *San Francisco*

→ **Their Style** → "We love combining unique foliage with seasonal blooms and weedy pieces to resemble overgrown gardens in vases," says Jill Rizzo, who works with best friend Alethea Harampolis. [studiochoo.com](#) * ▲

SOUTHERN CALIFORNIA

FLOWERWILD PRODUCTIONS,

Los Angeles → **Her Style** → Kate Holt says she is drawn to "juicy color combinations," like raspberry reds with peaches and golden wheat tones, as seen at the wedding in Santa Ynez Valley on page 132. [flowerwild.com](#) * * * ▲

SYMBOL KEY

* offers event design, planning, rentals, or additional services

@ owns a farm

+ has been in the business for 10 years or more

→ at least 30 percent of their jobs require an overnight stay

▲ their work has been featured in *Martha Stewart Weddings*

Petal Picks

Asking floral designers to name their favorite bloom is like asking a mom to choose a child. But we inquired, and hellebores, garden roses, and peonies topped the list.

MINDY RICE FLORAL AND EVENT DESIGN, *Santa Barbara*

→ **What We Love** → Rice travels for about 75 percent of her gigs, and she designs with as many local finds as possible to guarantee the result suits the environment. [mindyrice.com](#) * * * ▲

MOON CANYON, *L.A.*

→ **Floral Fave** → Kristen Caissie is a sucker for spring bulbs like paperwhites, hellebores, and hyacinths. [mooncanyondesign.com](#) * * *

COLORADO

CORI COOK FLORAL DESIGN,

Denver → **Top Tip** → Give mothers and grandmothers a small posy to carry, rather than a lapel corsage. "Moms are huggers," says Cook, so a clutch is more practical, as it won't get crushed. [coricook.com](#) * *

LACE AND LILIES, *Fort Collins*

→ **Their Style** → According to Lacey Hamel and Lisa Truax, nothing trumps the bride's bouquet. "It's a testament to her personal aesthetic, and the only thing in her hands when she walks down the aisle," says Hamel. [laceandliliesflowers.com](#) *

HAWAII

TERESA SENA DESIGNS, *Maui*

→ **Her Style** → Because 90 percent of Sena's clients travel to the island for their big day, she may never meet them face-to-face. Photos help her envision the couple in her Hawaiian locale. [teresasena.com](#) * * ▲

MONTANA

BEARGRASS GARDENS FLORAL & EVENTS, *Whitefish*

→ **Her Style** → Darci Greenwood prefers blooms that look like they were actually touched by the elements, opened from the sun, and are somewhat imperfect. [beargrassgardens.com](#) * * *

OREGON

SOLABEE, *Portland*

→ **What We Love** → Located in the Rose City, owners Sarah Helmstetter and Alea Bessey source those blossoms from nearby farms and arrange them with in-season fruit, like crab apples in summer. [solabeeflowers.com](#) *

UTAH

SARAH WINWARD FLORAL,

Salt Lake City → **Bio Bit** → Though based in the Rockies, Winward travels for 90 percent of her weddings, often from her cold clime to warm Santa Barbara, California. [sarahwinward.com](#) * * * ▲

TINGE FLORAL, *Salt Lake City*

→ **What We Love** → Ashley L. Beyer's obsession with color led to her business name; she appreciates the way multiple shades transition into each other. [tingefloral.com](#)

WASHINGTON

FLORET, *Seattle*

→ **What We Love** → A winner of the 2014 Martha Stewart American Made Awards, Erin Benzakein is a leader in the world of farming heritage flowers and hosts workshops to teach others. [floretflores.com](#) * @

HELLO DARLING EVENT DESIGN,

Chicago → **Bio Bit** → At 14, Natalie Walsh visited a flower shop where her friend was employed, only to be put to work. She's been at it since, including designing flowers at the Saint Louis fête on page 130. [hellodarling.com](#) * * ▲

MINNESOTA

MUNSTER ROSE, *Minneapolis*

→ **Their Style** → When Jackie Reisenauer and her team meet clients, they chat about anything but flowers to build the big picture. Then they discuss how to achieve it. [munsterrose.com](#) * * ▲

MISSOURI

BLOOMIN' BUCKETS, *Saint Louis*

→ **Top Tip** → "Don't rely on Pinterest as much as the beauty of nature around you. Notice what catches your eye in gardens and local parks," says Barbara Wehking. [bloominbuckets.com](#) * * ▲

GOOD TO KNOW

You're not just paying for flowers but labor, materials, storage, delivery, cleanup, and expertise. • Remember, blossoms vary and won't always match a color swatch. • In season (or local) buds don't necessarily mean inexpensive—though they often cost less, are of better quality, and leave a smaller carbon footprint. • Not all stems are built to last once cut. Some, like sweet peas, need a lot of water. Others, such as roses, can survive longer in a boutonniere or bouquet.

MCKENZIE POWELL FLORAL & EVENT DESIGN, *Seattle*

→ **Top Tip** → Powell recommends focusing on the places that all guests will see, such as the entrance or a dessert table, to maximize your budget. Smaller pieces tend to get lost, but one large arrangement will "wow." [mckenziepowell.com](#) * * ▲

SINCLAIR & MOORE, *Seattle*

→ **What We Love** → This duo uses color to great effect, whether it's a muted mix of neutrals or something bolder, like the sunset-inspired palette at the Seattle wedding on page 342. [sinclairandmoore.com](#) * * * ▲

IN THE MIDWEST

ILLINOIS

FIELD & FLORIST, *Chicago*

→ **Bio Bit** → Growing blooms is how Heidi Joynit broke into the industry. She uses her flower farm to create abundant, seasonal arrangements. [fieldandflorist.com](#) @

FLEUR INC, *Chicago*

→ **Her Style** → Kelly Marie Thompson describes her work as resembling "a beautiful garden that is just slightly overgrown. Not too wild, yet fit for a romantic and somewhat formal setting." [fleurchicago.com](#) * * *

WISCONSIN

FRESHDESIGN, *Milwaukee*

→ **Floral Fave** → Sue Shunta loves May for its access to tulips, peak selection of peonies, and the availability of Dutch hydrangeas. [freshdesignflowers.com](#) *

IN THE SOUTH

GEORGIA

AMY OSABA EVENTS, *Atlanta*

→ **Bio Bit** → A former ballet dancer, Osaba draws on her background, using movement and balance in her creations. [amyosaba.com](#) * * ▲

MOONFLOWER DESIGN STUDIO,

Athens → **What We Love** → This team enlists only flowers grown organically on their farm or materials harvested from nearby forests (occasionally even roadsides). [moonflowerdesign.com](#) @

KENTUCKY

JACLYN JOURNEY EVENT & FLORAL DESIGN, *Louisville*

→ **Her Style** → Journey likes knowing all the details so that she can pick blooms to play off the venue, dress, or couple's interests. [jaclynjourney.com](#) * * ▲

We ran the stats to come up with the following averages, based on the weddings these floral designers have worked on.

38 Weddings a year	286 Dollars, the cost of a bridal bouquet
9½ Months ahead they're booked	22 Percent who travel (and sleep over) for the weddings they design
17 Percent of clients' budgets devoted to flowers	

38
Percent who say the month of May is their top pick for flowers

38
Percent who list September as the busiest for weddings, with October coming in second

IN THE EAST

MAINE

FLORA FAUNA DESIGNS, North Yarmouth → **Floral Fave** → Though she works year-round, even throughout Maine's long winters, Judy Bourgeois adores spring for its Dutch blooms and lilies of the valley. florafauanaweddingdesign.com * @

MARYLAND

WHITE MAGNOLIA DESIGNS, Potomac → **Her Style** → "What I love about flowers is that they appear delicate but are really quite tough, even tenacious—a lot like women!" says Sue Prutting. whitemagnoliadesigns.com * *

MASSACHUSETTS

FORÊT DESIGN STUDIO, Somerville → **Floral Faves** → "June is a magical month in New England," says Erin Heath, who, along with co-owner Rose Mattos, looks forward to blooming peonies, foxgloves, japonica, and vining sweet peas. foretdesignstudio.com *

PETAL FLORAL DESIGN, Newburyport → **Her Style** → Becca Olcott likes to stray from traditionally shaped displays; she's inspired by *Secret Garden*-like florals, old, rocky pastures, and the irregularities of branches. petalfloraldesign.com →

NEW YORK

AMY MERRICK FLOWERS, New York City → **Bio Bit** → Merrick often travels to see how other countries celebrate with flowers. She loved Thailand's coiled jasmine garlands and the bushels of marigolds and lotus sold for Buddhist temple offerings. amymerrick.com * → ▲

OKLAHOMA

JUNIPER DESIGNS, Oklahoma City → **Top Tip** → To stay within your budget, Alison Fleck suggests using expensive flowers, such as peonies, only for the wedding party and filling centerpieces with cost-friendly options, like some rose varieties. juniperokc.com *

SOUTH CAROLINA

CHARLESTON STEMS, Charleston → **Top Tip** → "Don't panic, you can know next to nothing about flowers," says Anne Bowen. "But do speak up about your likes and dislikes." charlestonstems.com ▲

FERN STUDIO FLORAL & EVENT DESIGN, Columbia → **What We Love** → Sarah Swinson Shell excels at foraging, for a Marion, North Carolina, soirée (page 125), she added radishes to round out centerpieces. fern-studio.com * ▲

GATHERING FLORAL + EVENT DESIGN, Charleston → **Bio Bit** → Heather Barrie has catering experience, which gives her insider know-how for working with layout, flow, and table sizes and shapes at any venue. gatheringevents.com * * ▲

TENNESSEE

HAUTE HORTICULTURE, Memphis → **Top Tip** → "Certain flower types and colors are deeply meaningful to people, so I encourage my couples to discuss their choices and confer with their families," says Karin Woodward. hautehorticulture.com * @

TEXAS

BOWS + ARROWS, Dallas → **What We Love** → Alicia Rico and husband Adam add a spirit of fun and playfulness to all their projects, most of which occur in Dallas, Marfa, and Houston. bowsandarrowsflowers.com * ▲

VIRGINIA

BEEHIVE EVENTS, Scottsville → **Her Style** → Shawn Marie Cossette keeps like with like by grouping flowers that grow together naturally, then adding other botanical touches, such as herbs, wild mushrooms, or persimmons. beehiveevents.com * @ → ▲

HOLLY HEIDER CHAPPLE FLOWERS, Leesburg → **Top Tip** → "Sticking with a few flowers instead of many different ones will stretch a couple's budget," says Chapple. "I love carnations massed together because they look like a huge peony." hollychappleflowers.com * @ → ▲

NATURE COMPOSED BY JENN PINEAU, Charlottesville → **What We Love** → Pineau aims to keep her environmental footprint minimal by composting green waste, using rainwater, and creating fertilizer with an earthworm farm. naturecomposed.com

ARIEL DEARIE FLOWERS, NYC → **What We Love** → Get the full scoop on this expert's loose, romantic stylings on page 206, including her appreciation for overgrown vines. arieldearieflowers.com → ▲

ARIELLA NEW YORK, NYC → **Bio Bit** → Ariella Chezar's first language is Dutch, and she spent much of her life in Holland, which shaped her love of flowers—tulips in particular. ariellaflowers.com * @ → ▲

BRRCH, NYC → **Top Tip** → To keep costs down, Brittany Asch suggests a small bridal party, because making 10 bouquets adds up fast. brrch.com →

DAVID STARK DESIGN AND PRODUCTION, NYC → **What We Love** → With a background in fine art and painting, Stark constantly dreams up 3-D masterpieces incorporating his floral designs and other décor. davidstarkdesign.com * * → ▲

FOX FODDER FARM, NYC → **Her Style** → Taylor Patterson likes the intimacy of working in private residences. "There's a level of comfort and trust that makes me feel more connected to the space and inspires new ideas." foxfodderfarm.com →

LMD LEWIS MILLER DESIGN, NYC → **Top Tip** → Miller advises not worrying about choosing specific flowers; instead consider your day's mood. lewismllderdesign.com * * ▲

MATTHEW ROBBINS DESIGN, NYC → **Top Tip** → An MSW contributing editor for more than a decade, Robbins tells clients to think of their big day as the largest dinner party they might host, or at least the most fabulous. matthewrobbinsdesign.com * * → ▲

NICOLETTE CAMILLE FLORAL, NYC → **Her Style** → Some of her favorite weddings are ones booked just months out. "There's something about the spontaneity of a shorter planning time," Camille says. nicolettecamille.com

PEARTREE FLOWERS, NYC → **What We Love** → With training in landscape design, Liza Lubell lets the flowers "speak for themselves" to inform the shape of an arrangement. peartreeflowers.com →

POPPIES & POSIES, NYC → **Floral Fave** → Sierra Steifman favors hellebores, particularly those with double petals or speckled coloring, she says, because they don't resemble any other flower. poppiesandposies.com * ▲

PUTNAM & PUTNAM, NYC → **What We Love** → Their specialty is installations, such as floral walls and hanging gardens, so they don't start designing for a wedding until after they see the venue. putnamflowers.com

SAIPUA, NYC → **Bio Bit** → Sarah Ryhanen received a bouquet of black dahlias on her 25th birthday and was instantly hooked. Today, the self-taught designer delights in making urn arrangements (or what she calls "jaw droppers") for an entryway or foyer. saipua.com * @ ▲

STONEKELLY EVENTS & FLORALS, NYC → **Bio Bit** → Family members of Jennifer Stone's have been working with her since the business started in 1994. stonekelly.com * * ▲

PENNSYLVANIA

FLORADELPHIA, Philadelphia → **Floral Fave** → Orange cosmos make Dan Fingerhut the happiest. He's also a huge fan of scented geraniums. floradelphia.com

LOVE 'N FRESH FLOWERS, Philadelphia → **What We Love** → Jennie Love and her team grow nearly 100 percent of the stems they use at their organic farm. lovenfreshflowers.com * @

SULLIVAN OWEN FLORAL & EVENT DESIGN, Philadelphia → **Her Style** → "Trends change, but I aim to deliver something timeless," Owen says of her contemporary yet enduring creations. sullivanowen.com * ▲

RHODE ISLAND

FLOWERS BY SEMIA, Providence → **Her Style** → Semia Dunne feels the farm-to-table movement in the culinary world has translated beautifully to floral design. She enjoys growing and foraging vegetation locally. flowersbysemia.com * * ▲

GREENLION DESIGN, Newport → **Bio Bit** → Kim Lamothe started as a garden designer and horticulturist, but after doing the flowers for a pal's wedding, she moved from the plant-based world to the wedding industry. greenlionweddings.com * * ▲

VERMONT

VALLEY FLOWER COMPANY, White River Junction → **What We Love** → Morgan Perrone gets excited when couples bring ideas for atypical items, like décor for walls, cars, boats, and floral collars for pets. valleyflowercompanyvt.com *

WASHINGTON, D.C.

AMARYLLIS, INC. FLORAL + EVENT DESIGN → **What We Love** → In addition to hanging focal points, they've got a knack for installing dazzling trees inside rooms and tents. amaryllisdesigns.com * * @ →

SIDRA FORMAN, FLOWERS → **Bio Bit** → A former restaurant chef, Forman approaches arrangements the same way she cooks: by seeking out the best sources, gathering ingredients, and pairing seasonal and organic items. sidraforman.com * ▲

PHOTOGRAPHS BY NAOMI DEMANANA, BECKY MICKEL, AND STYLING DIRECTED BY MICHAEL MCCORMICK