

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 David Widawski likes to forge locally and feature unexpected elements of herbs, like purple yucca and borage, with classic like peonies. [Bloomsburyblooms.com](#) • • •

NORTHWEST CALIFORNIA
BROWN PAPER DESIGN, San Francisco • Bio Bit • Danielle Flowers parents were gardeners, making her passion for flowers nearly genetic. Her designs are lush and layered. She launched The Plant Library, which lends trees and greenery for events. [brownpaperdesign.com](#) • • •

MAX GILL DESIGN, Berkeley • Her Style • "I live for centerpieces," says Gill, who likes using chocolate cosmos or 'Koko Loko' roses mixed with obscure foliage, like heuchera and 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 Reed Bentley has a thing for dogwood. "The branches are so dramatic," she says, liking those delicate flowers in an arrangement takes it from "meh" to "oh yeah!" [shotgunfloralstudio.com](#) • • •

STUDIO CHOC FLORISTS, San Francisco • Their Style • "We love combining unique foliage with seasonal blooms and wedding pieces to resemble overgrown gardens in vases," says Rita, who works with best friend Althea Haranopolis. [studiochoc.com](#) • • •

SOUTHERN CALIFORNIA
FLOWERWILD PRODUCTIONS, Los Angeles • Her Style • Kate Holt says she is drawn to "jicy color combinations." The raspberry reds with peaches and golden wheat tones. As seen at the wedding in Santa Ynez Valley on page 130. [flowerwild.com](#) • • •

SYMBOL KEY

- offers event design, planning, rental, or additional services
- owns a farm
- has been in the business for 10 years or more
- has been to 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 • Kristin Caserio 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 pony to carry, rather than a local corsage. "Homs are huggers," says Cook, so a clutch is more practical, as it won't get crushed. [cori.co](#) • • •

LACE AND LILIES, Fort Collins • Their Style • According to Lacey Hamel and Lisa Tuck, 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. [lacedandliliesflowers.com](#) • • •

HAWAII
TERESA SERENA DESIGNS, Maui • Her Style • "Because so much of Santa's clients travel to the island for their big day, they may not see their face-to-face. Photos help her envision the couple in her Hawaiian locale." [teresaserena.com](#) • • •

MONTANA
BORGARSS GARDENS FLORAL & EVENTS, Missoula • Her Style • Doree Greenwood prefers blooms that look like they were actually touched by the elements, open from the sun, or have a somewhat impermanent feel. [borgarssgardens.com](#) • • •

OREGON
SOLABEE, Portland • What We Love • Located in the Rose City, owners Sarah Helmsmetter and Alisa Bersley 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 climate to warm Santa Barbara, California. [sarahwinward.com](#) • • •

TINGE FLORAL, Salt Lake City • What We Love • Ashley J. 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 Award Awards, Erin Benzelken is a leader in the world of farming fresh flowers and hosts workshops to teach others. [floretflowers.com](#) • • •

GOOD TO KNOW

You're not just paying for flowers but labor, materials, storage, delivery, cleanup, and expertise. Remember, blooms vary and won't all up to match a color. In-season or locally sourced are not necessarily more expensive—though they often cost less, are of better quality, and leave a smaller carbon footprint. Not all stems are made to last once cut. Some, like wood peonies, need a lot of water. Others, such as roses, can survive longer in a boutonniere or bouquet.

MCKENZIE POWELL FLORAL & EVENT DESIGN, Milwaukee • Top Tip • "Powell focuses 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 does color to great effect, whether it's a muted mix of neutrals or something 'bright,' 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 in howl-wild Joyn broke into the industry. She uses her flower farm to create abundant seasonal arrangements. [fieldandflorist.com](#) • • •

FLUOR KIN, Chicago • Her Style • Kelly Mae 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." [fluorkin.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 • What We Love • Ashley L. Beyer and her team meet clients, they chat about what they'll do, they build out what they'll do, they discuss how to achieve it. [munsterrose.com](#) • • •

MISSOURI
BLOOMBUCKETS, Saint Louis • Top Tip • "Don't rely on Pinterest as much as the beauty of nature around you. Notice what catches your eye in your flower and local parks," says Beyer. [bloombuckets.com](#) • • •

GATHERING FLOWERS • EVENT DESIGN, Charleston • Bio Bit • Heather Barne has catering experience, which gives her insider know-how for working with layout, food, and table sets and shapes at any venue. [gatheringevents.com](#) • • •

TENNESSEE
HAUTE HORTICULTURE, Memphis • Top Tip • "Certain flower types and colors are deeply meaningful to people, so encouraging them to discuss their choices and confer with their families," says Karin Woodward. [hautehorticulture.com](#) • • •

TEXAS
BOWS & ARROWS, Dallas • What We Love • "A small team of Dallas Adam add a spirit of fun and playfulness to all their projects, most of which occur in Dallas." [bowsandarrowsflorals.com](#) • • •

VERMONT
BEEHIVE EVENTS, Scottsville • Her Style • Shawn Marie Cossette keeps like with like by grouping flowers that grow in similar botanical settings, such as herbs, wild mushrooms, or perennials. [beehiveevents.com](#) • • •

MOONFLOWER DESIGN STUDIO, Athens • What We Love • "This team enlists only flowers grown organically on their farm or materials sourced from nearby forests (occasionally even roadside)." [moonflowerdesign.com](#) • • •

KENTUCKY
JACLYN JOURNEY EVENT & FLORAL DESIGN, Louisville • Her Style • "I journey like knowing all the details so that I can pick blooms to play off the venue, dress, or couple's interests." [jaclynjourney.com](#) • • •

OKLAHOMA
JUNIPER DESIGNS, Oklahoma City • Top Tip • "To stay within your budget, Alison Plack suggests you can expensive flowers, such as peonies, only for the wedding party and filling centerpieces with cost-friendly options, like some rose varieties." [juniperflowers.com](#) • • •

SOUTH CAROLINA
CHARLESTON STONES, Charleston • Top Tip • "Don't panic, you can know next to nothing about flowers," says Allen Bowen. "But do speak up about your likes and dislikes." [charlestonstones.com](#) • • •

FERN STUDIO FLORAL & EVENT DESIGN, Columbia • What We Love • "Sarah Swinson Sell excels at arranging for a Marion, North Carolina, soiree (page 123), she added radishes to round out centerpieces." [fern-studio.com](#) • • •

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MAINE
FLORA FAUNA DESIGNS, North Yarmouth • Floral Fave • Though they move year-round, even throughout Maine's long winters, Judy Bourgeois adores spring for its Dutch blooms and likes of the valley. [florafaunaweddingdesign.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
FORET DESIGN STUDIO, Somerville • Floral Fave • "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 wining sweet peas. [foretdesignstudio.com](#) • • •

PETAL FLORAL DESIGN, Newburyport • Top Tip • Becca Olcott likes to stray from traditionally shaped displays, they're inspired by Secret Garden-like florals, old, rocky patches, and the irregularities of branches. [petalfloraldesign.com](#) • • •

NEW YORK
AMY MERRICK FLOWERS, New York City • Bio Bit • Merrick often travels to see how other florists celebrate with flowers. She loved Thailand's cold jasmine garnishes and the bushels of mangoes and lotus sold for Buddhist temple offerings. [ammerrick.com](#) • • •

NATURE COMPOSED BY JENN PINEAL, Charleston • What We Love • "Pineal aims to keep her environmental footprint minimal by composting green waste, using rainwater, and creating rustic temple offerings." [naturecomposed.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

9% Months ahead they're booked

22 Percent who travel (and sleep over) 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

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