

by Fred Russell

# Maximizing MOM APPEAL

*Frank Brice streamlines prep work, but gives full appeal considerations to a winning mom arrangement*

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For this issue of *floriology*, we wanted to feature an arrangement that would be a great design that anyone would love to send to their mom for Mother's Day. Without hesitation we called Frank Brice to put together an arrangement that was easy to produce, had broad appeal, and something Mom would love!

Frank has been in the retail floral industry for nearly 5 decades and owns two stores in Syracuse, N.Y.—Rao's Mattydale Flower Shop and F.R. Brice Florist. He has also served on BloomNet's Design Council two times.

Frank wanted to create a unique design and thought to use a straw hat accessory as a "hats-off to mom" concept. He didn't want to do a common "roundy-moundy" look, and wanted it to be designed quickly. Frank says a lot of the prep work can be done in advance. "You can add the flowers as you sell and even add them in the van before the delivery," says Frank. He estimates you could design 25 to 30 of these arrangements an hour.

This is not a complicated design asserts Frank. "The arrangement is one sided and is more vertical than horizontal, which gives it more perceived value. It has great visual appeal despite flowers that are not very expensive." It's also very scalable depending on the size and you could substitute in more expensive flowers. It's good to stay with traditional Mother's Day colors like pinks, peaches, and lavenders.

This is also a design about comfort, meaning anyone can identify with the arrangement whether it's a husband, son, or daughter or anyone else looking for something for all the moms in their lives. 



**Designer:**  
Frank Brice,  
AIFD, PFCI

**Experience:**  
50 years

**Exposure:**  
Creative Director,  
Creative Distributors,  
Boston, MA

Designed for the  
Tricia Nixon wedding

Education from Floral  
Art Design School,  
and Sagetsu School,

Designs featured in  
*Professional Floral  
Design, Modern Bride,  
Florist Magazine,  
Michigan State Florist  
and John Henry's Hot  
Display and Weddings.*



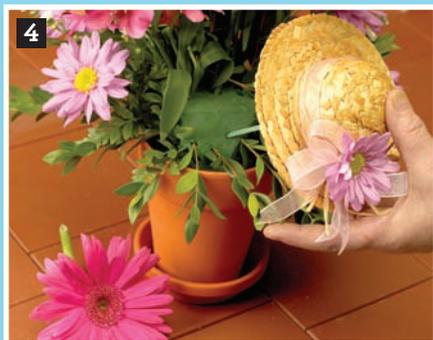
\* Shave the corner off a ¼ inch block of wet foam, then cut a notch in the back of the foam to add water. Insert saturated foam into appropriate sized liner and drop into pot.



\* Cut a 1 ½ by 1 ½ block of green Styrofoam from a standard sheet and cut corners off block. Glue in 2 4" wood picks.



\* After placing hot glue on the bottom of Styrofoam drop into straw hat, then make a hole thru the straw hat with a knife.



\* Insert flower stem thru hole in the hat, leaving an extended stem on the flower. Insert hat and flower stem first into the wet foam. Be sure to add Gerberas last to focal area.

## Arrangement Necessities

- \* **FRESH** 2 pink snapdragons, 1 hot pink rose, 2 verigated carnations, 1 stem purple astrolmeria, 1.5 stem of lavender daisy poms, 5 stems white monte-casino, and 2 stems myrtle.
- \* **HARD GOODS** A feet of Raffia, 4" French Clay pot—4" in diameter and saucer; ¼ block foam and plastic liner, 2 yards #3 pink organza ribbon, 2 4" wood pics, miniature straw hat and green styrofoam.
- \* **SUGGESTED RETAIL PRICE** \$44.99

