

by John Parkinson

IT'S ALL ABOUT Personality

In making a connection with bridal clients, Kebbie Hollingsworth, AIFD, captures their essence

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Kebbie Hollingsworth, AIFD, is an innovator—in both her designs and her nature. In the very beginning of her floral career before she was designing, Kebbie worked in a shop delivering flowers and helping out. She went to another shop, one of the busiest in town, and said she had design experience. They asked her to create an arrangement, and she did right there on the spot using flowers she had never seen before. They liked it and hired her!

Fast forward several years later, and she has her own designing business, which has its own risks and rewards. Kebbie's primary business comes from weddings, but she also designs for events. When meeting with an expectant bride, Kebbie uncovers the bride-to-be's wishes for her wedding—finding out everything out about her from what her dress looks like to her theme (traditional or informal)—as well as finding out everything she can about the happy couple. She tries to get to know and understand her clients so she can create something on a personal level and make the connection to them.

"One of the things I try to get them to do—and I'm not always successful," jokes Kebbie, "is to get them to let me make the decisions. I try to get them to trust me enough because as the concept evolves things change." Kebbie believes this makes the process go more smoothly, and allows her the latitude to create the vision that captures the bride's style and personality. Kebbie's personal flair helps to satisfy her clients and bring new ones to her.

In addition to her design work, Kebbie also offers floral presentations and hands-on classes. She is currently serving on the Floral Advisory Board for the FloraCraft Corporation, the John Henry Design Team, and working on the BloomNet Selection Guide. [f](#)

>>> In creating bouquets and arrangements for each wedding, Kebbie may take wedding-floral photos provided by clients as a starting point, but her goal is to end up with something truly unique. To see Kebbie's work or read her blog, visit www.khfloral.com.



Designer:
Kebbie
Hollingsworth, AIFD

Location:
Pensacola, Florida

Exposure/Achievements:

- * 2008 Convention Co-Chair for the Southern AIFD Conference
- * One of 10 designers chosen to collaborate on the John Henry Wedding Collection, Sympathy Flowers Book, and BloomNet Selection Guide.

ARRANGEMENT NECESSITIES

- * **FRESH** the foreground arrangement: Phalaenopsis orchids, hydrangea.
- * **HARD GOODS** cylinder vases, water color from Accent Decor, clear plastic holiday ornaments, silver aluminum wire, silver spheres from Accent Decor.
- * **PREP TIME** 10 minutes.
- * **DESIGN TIP** Florists should use colored water, not food coloring. Water color is different from food coloring. It is a more intense color and doesn't fade or separate. This does not cloud the water and the flowers do not absorb it, so they won't wilt. To find out more about the water color, go to accentdecor.com.

>>> Kebbie featured phalaenopsis orchids, hydrangea, calla lilies, and submerged cymbidium orchids in colored water.