

fresh

Products, news and ideas to help create inspirational floral arrangements



Distributed to the United Kingdom and Ireland

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oasis[®]
brand
FLORAL PRODUCTS

freshtalk

It's going to be quite a year for florists, with diamond celebrations, and the Olympics together with the frenzied excitement of lots of Jubilee year weddings. Last year's Royal Weddings are the inspiration for many couples who are to marry in 2012. More than ever before it's customer service that wins the wedding order. Talking to the bride, holding their hand through the decision-making, guiding them gently to make a good choice will all clinch the sale. Depending on which survey you read the average spend on flowers for a wedding is around £500 to £600, whilst the brides dress costs upwards of £1,000. As David Denyer our **fresh** designer states, 'I always ask the bride to think of her wedding photos in years to come. The bouquet is as important as the dress to ensure the perfect pictures.' Sharing your expert ideas and giving the bride a bouquet of their dreams is a must.

You can always rely on OASIS® Floral Products to bring you the best products and this is a corker. It's called OASIS® Floralife® Quick Dip and that's what it is an instant hydration pre-treatment that's done in a flash. This is a ready-made solution that helps maximize water uptake and keeps stems free flowing. Often when flowers come into the shop they have been boxed for days during transportation. They are thirsty and need a quick fix to get the water flowing freely up to the flower head. Practice good conditioning by re-cutting the stem, leaving a sharp diagonal cut, then dip the stem into 2 inches of OASIS® Floralife® Quick Dip. In and out quickly for just one second and that's it! It's a pre-treatment that really works before placing the stems into a water and flower food solution. No more thirsty flowers gasping for a drink, OASIS® Floralife® Quick Dip will aid recovery.



If you haven't seen the new Topiary Stands from OASIS® Floral Products, then hot foot it down to your local wholesaler, they come in three sizes, and for weddings and corporate events you will wonder how you managed without them. Take a look at pages 8 and 9.

Have a great Diamond Jubilee celebration and get those flags waving in your shop window!



Multi award winning floral designer David Denyer has a special status when it comes to floristry. Not only has David been Interflora Designer of the Year, in 2004 he took the world by storm in Melbourne, Australia when he was crowned Interflora World Champion. In addition he melts florists' hearts with his inspirational and meticulous designs, and his infectious personality.



David Denyer

Originally his intention when leaving school was to be a horticulturalist, but after a two-hour lesson in floristry using five tulips to create an arrangement he changed his career plan and, lucky for us, embarked on the floristry trail. This pathway set him on a voyage of discovery and a passion for all things floral that has never left him. Winner of five gold medals in the professional floristry competition at the RHS Chelsea Flower Show, plus a Gold medal at the RHS Autumn Show held in London, he went on last year to win a Gold medal for the Interflora exhibit in the main marquee at the Chelsea Flower Show. Entitled 'Progression, a sense of perspective' the installation had all the crisp beautiful elements of form, colour, technique and originality we expect from this style icon.

David Denyer, lead designer at Lansdowne Florist, Bournemouth has teamed up with David Ragg under the title of D&D Designs providing workshops, demonstrations and design consultancy at the floral studio in Holdenhurst Road, Bournemouth. They will both be demonstrating at the American Institute of Floral Designers symposium held in July in Miami. 'Some like it hot' is the title of their presentation and it promises to be sizzling!

David Denyer is a well-known and popular demonstrator around the country where his enthusiasm and sense of fun, together with his creative signature designs, wow the audiences.

It's a well known fact that David loves to work with OASIS® Brand Floral Foam Maxlife, this is what he said last year after winning the gold medal for his exhibit at RHS Chelsea Flower Show: 'Nothing was too much trouble for OASIS® Floral Products, they actually cut and shaped all the floral foam to precise measurements that slotted into my Chelsea structures perfectly. This saved me no end of time and because the floral foam was the new OASIS® Floral Foam Maxlife the flowers lasted much longer meaning replacement of flowers over the five days of the show was minimal. I love working with the new OASIS® Floral Foam Maxlife, so thank you OASIS® Floral Products for giving me great products to work with and for supporting me and the millions of other florists out there.'

fresh magazine is thrilled to have the effervescent David as our guest designer for this bridal issue. You will love his wearable Groomsman buttonholes on pages 4 and 5 and his feminine designs that every bride will want to carry.

Good Luck Charm

Capturing and creating the happy mood of a wedding begins at the bride's home.

Enticing door decorations will get the special day off to a romantic start. Horseshoe charms make the perfect door decoration and it's all so easy with the OASIS® FOAM FRAMES® Horseshoe that comes in two sizes. Don't stop at the front door though; show brides that the horseshoe theme could carry on right through the whole day with table designs and bouquets.



OASIS® FOAM
FRAMES® Horseshoe



Skeleton Bayan Leaves



Wire Edge Organza Ribbon



OASIS® Glitter Design Spray



Midelino Flat Coils



Diamante Pins

FLOWERS AND FOLIAGE

Elaeagnus ebbingei leaves
Ceropegia woodii
Galax leaves
Roses 'Cezanne' and 'Sweet
Avalanche'
Syringia – Lilac
Eustoma 'Mariachi Blue'

SUNDRIES

OASIS® FOAM FRAMES®
Horseshoe – 50 x 48cm
Bleached White Skeleton Bayan
Leaves
White Wire Edge Organza Ribbon
Silver OASIS® Glitter Design Spray
White Midelino Flat Coils
Diamante Pins

fresh designer tips

- Do not over soak the OASIS® FOAM FRAMES® Horseshoe frame.
- A secure hanger is essential, test before delivery by hanging the design in the workroom.
- Top and tail the Elaeagnus leaves using the reverse grey side upwards.
- Cut small pieces of Midelino Flat Coils and secure in a pattern with Diamante Pins.

GROOMSMAN

fresh designer tips

- Use a piece of stiff card that will fit in a top pocket. Bind with wool and decorative wire.
- Glue flowers onto the top of the card to make a decorative border.
- The design will sit perfectly in a gents' top pocket.

It's not obligatory for every groomsman or usher to have the same boutonhole.

In fact it shows imagination to have similar flowers made into bespoke boutonholes for the gentlemen at a wedding.

Individuality is the name of the game and shown here are three gents' boutonholes to put the wow back into wearable designs.

There is great profit in boutonholes particularly like these that can be made in ten minutes.

FLOWERS AND FOLIAGE

Zantedeschia - Calla 'Crystal Blush'
 Vanda Orchid 'White Magic'
 Tillandsia xerographica
 Stephanotis
 Chinchinchee Arabicum
 Lily bud - Longiflorum
 Viburnum tinus
 Garrya elliptica

Pocket Perfect ▲



Corsage Clips



Corsage Magnets



Parafilm



Metallic Wire



Skeleton Bayan Leaves



Pearls on a Reel



OASIS® Floral Adhesive Tube



EN

Creative Calla ▶

fresh designer tips

- Pinch and wire two Skeleton Bayan Leaves together for a dense look that is less fragile.
- Pad out the stem with wool and then use an overlay of decorative wire.
- A Corsage Magnet keeps the buttonhole in place.

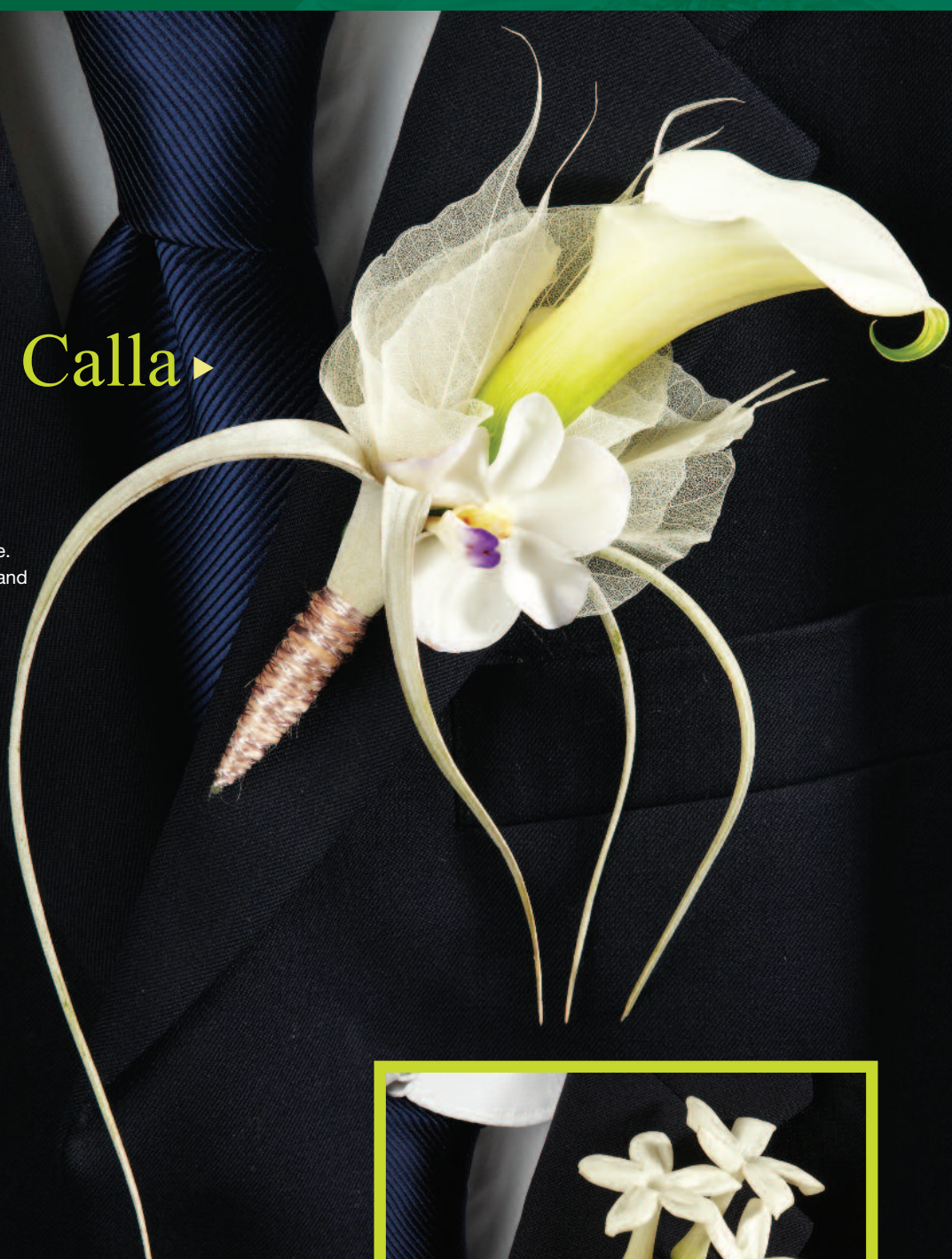
SUNDRIES

OASIS[®] Floral Adhesive Tube
Silver Metallic Wire
Rose Metallic Wire
Corsage Magnet
Bleached White Skeleton Bayan Leaves
Corsage Clip
Silver Pearls on a Reel
White Parafilm
Wool
Cardboard

Super Stephanotis ▶

fresh designer tips

- Wire the Stephanotis onto long stems, bind with Parafilm then cover with decorative wire.
 - Assemble and attach a Corsage Clip to the back.
 - Use glue to fix the Chincerinchee in place and curve the covered stems to enhance the design.



Powerful Pastels

Ice cream colours are set to be the trend for bridal flowers this year.

Here is a new take on the Rose posy using soft pastel shades that puts originality back into the design. Complete with beaded collar that emphasizes the beauty of the flowers, the bouquet is made on an OASIS® WEDDING BELLE® Bouquet Holder with its slender handle and OASIS® Floral Foam Maxlife to ensure the flowers last all day long.

FLOWERS AND FOLIAGE

Veronica 'Anna'
Roses 'Ocean Song' and 'Amnesia'
Spray Rose 'Mimi Eden'
Vanda Orchids 'White Magic'
Viburnum Tinus
Tillandsia Xerographica

SUNDRIES

OASIS® WEDDING BELLE® Bouquet Holder
Black Diamante Pins
Mint Pearls on a Reel
Lime Green Metallic Wire
Diamond Kara's Kisses Crystal Butterflies
Silver OASIS® Glitter Design Spray
Cardboard and wool for collar



fresh designer tips

- Make a card collar to fit around the OASIS® WEDDING BELLE® Bouquet Holder and then cover with wool. Decorate with Beads and Diamante Pins.
- Fix cross wires through the collar and the floral foam in the posy holder for a firm hold.



OASIS® WEDDING BELLE® Bouquet Holder



Black Diamante Pins



Pearls on a Reel



Metallic Wire



Diamond Kara's Kisses Crystal Butterflies



OASIS® Glitter Design Spray

FLOWERS AND FOLIAGE

- Elaeagnus ebbingei leaves
- Spray Rose 'Mimi Eden'
- Phalaenopsis Orchid
- Bear Grass

SUNDRIES

- OASIS® Lady Heart Bouquet Holder
- White Midelino Flat Coils
- Ivory 3.5mm Round Headed Pearl Pins
- Pale Pink 5mm Round Headed Pearl Pins
- Silver OASIS® Glitter Design Spray

Heart to Heart

When it comes to cost bespoke bridal bouquets don't have to give the bride a heart attack.

One or two special flowers on a base of foliage or cane can look terrific as shown here. The OASIS® Lady Heart Bouquet Holder with its wide expanse of floral foam makes a great base to create something unique. Here Elaeagnus leaves and Midelino Flat Coils are dusted with OASIS® Glitter Design Spray in silver to give a shimmering appearance. Add a border of Spray Roses and one or two Phalaenopsis Orchids and a very special bouquet is created to fit any bridal budget.

fresh designer tips

- Echo the heart shape base with cane and bear grass heart shaped overlays.
- Attach Bear Grass to the top of the handle to make an elongated bouquet.



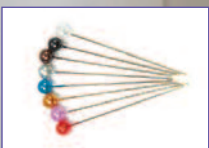
OASIS® Lady Heart Bouquet Holder



Midelino Flat Coils



3.5mm Round Headed Pearl Pins



5mm Round Headed Pearl Pins



OASIS® Glitter Design Spray



Grand STATEMENT

A dramatic floral statement should await the guests at a wedding. A flower arrangement has much more impact and is more cost-effective.

This arrangement has the opulence of yesteryear combined with the modern luxe look of today.

Impact will be immediate with shimmering cascades of Morning Dew Drops and bleached white Mitsumata Branches elongating the design.

FLOWERS AND FOLIAGE

Hydrangea 'Schneeball'
Roses 'Avalanche'
Veronica 'Caya'
Viburnum tinus
Chrysanthemums
'Anastasia Green'
Rubus tricolour

SUNDRIES

25cm OASIS® Ideal Floral Foam
Maxlife Sphere
NEW! Medium Topiary Stand –
for 25cm OASIS® Ideal Floral Foam
Maxlife Spheres
Bleached White Mitsumata Branches
Bleached White Midelino Sticks
Silver Morning Dew Drop
Diamante Pins



OASIS® Ideal Floral
Foam Maxlife Spheres



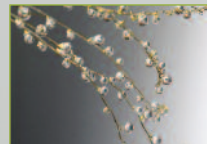
Topiary Stands



Mitsumata Branches



Midelino Sticks



Morning Dew Drop



Diamante Pins

- fresh designer tips**
- Decorate the pedestal with trailing foliage to lengthen the arrangement.
 - Do not over soak the OASIS® Ideal Floral Foam Maxlife Sphere.
 - Buy inexpensive short-stemmed Roses to get a full look.
 - Mask the floral foam first with inexpensive foliage such as Ivy or Moss.

MENT

adding reception. Often one larger
effective than multiple small designs.

This arrangement is made on the
versatile new small sized Topiary Stand
from OASIS® Floral Products.

The pedestals come in three sizes with
a tabletop size plus a floor-standing
size also available.



OASIS® Ideal Floral
Foam Maxlife Spheres



Bead Garland



Topiary Stands



Feather Butterflies on a Wire



FLOWERS AND FOLIAGE

Roses 'Peach Avalanche', 'Sweet Avalanche',
'Amnesia' and 'Cool Water'
Syringa - Lilac
Hedera trails and berries

SUNDRIES

20cm OASIS® Ideal Floral Foam Maxlife Sphere
NEW! Small Topiary Stand - for 20cm OASIS®
Ideal Floral Foam Maxlife Spheres
Clear Bead Garland
White/Iridescent Feather Butterflies on a Wire

BEST OF Bridal

Nothing beats a classic shower bouquet for elegance and style.

Add a twist of modern design plus the glimmer of cascading Beads and it's a bouquet made in heaven. Showing off your floristry skills is essential and brides will expect to pay more for quality and premier styling. Here's how to make it.

HOW TO...

STEP 1

Soak the OASIS® WEDDING BELLE® Bouquet Holder in water and drain any excess water away. Start by making the trail with the longest flowers. Remove any lower flowers on the Dendrobium stems and then make a sharp clean diagonal cut at the stem end. Push the stems firmly into the floral foam.



STEP 2

Continue at the back and sides of the bouquet holder to make the outline with Fatsia leaves, Dendrobium buds and Umbrella Fern. Use the whole expanse of floral foam to ensure the bouquet has a rounded profile. It's very important for security that the stems are clean and cut diagonally for maximum anchorage particularly around the perimeter of the bouquet. Add folded Aspidistra leaves plus three Anthuriums into the centre of the floral foam to start constructing the focal area.



STEP 3

Tuck 'Avalanche' Roses into the centre of the bouquet, again pushing the stems firmly into the floral foam. Note how the widest part of the bouquet is at the focal area. Add groups of Bouvardia and then thread Beads and Stephanotis onto Steel Grass to overlay the bouquet. Loops of Steel Grass crisscross the flowers to give a domed layer. Finish by concealing the floral foam and finishing the back of the bouquet holder with large leaves. Spray with OASIS® Floralife® Finishing Touch for added longevity.



FLOWERS AND FOLIAGE

- Anthurium 'Alice'
- Rose 'Avalanche'
- Dendrobium 'Green Bell'
- Stephanotis
- Bouvardia 'Jowhite'
- Fatsia leaves
- Sticherus – Umbrella Fern
- Aspidistra
- Xanthorrhoea australis – Steel Grass

SUNDRIES

- OASIS® WEDDING BELLE® Bouquet Holder
- Silver Morning Dew Drops
- Ivory 10mm Beads
- OASIS® Floral Adhesive Tube
- OASIS® Floralife® Finishing Touch



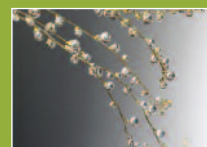
OASIS® WEDDING
BELLE® Bouquet Holder



OASIS® Floral
Adhesive Tube



OASIS® Floralife®
Finishing Touch



Morning Dew Drops



Beads

MAID IN Style

For bridesmaids and guests this stunning statement wrist design will be worn long into the night.

It's so comfortable to wear made on a Wrap Wristlet and it fits any arm, no fiddling about trying to make it fit. Plus it's quick and easy to make using the OASIS[®] Floral Adhesive Tube. Florists and bridesmaids alike will love them, but don't just keep these wrist designs for weddings, as they are ideal for proms, balls and summer parties.



Silver Wrap Wristlet



OASIS[®] Floral Adhesive Tube



Skeleton Bayan Leaves

fresh designer tips

- Straighten out the Wrap Wristlet to decorate.
- Leave glue to set slightly before gluing flowers and foliage onto the band.

FLOWERS AND FOLIAGE

Phalaenopsis Orchids
Ceropegia woodii
Tillandsia xerographica

SUNDRIES

Silver Wrap Wristlet
OASIS[®] Floral Adhesive Tube
Apple Green Skeleton Bayan Leaves

From Mr & Mrs

So many people to thank at a wedding and basket arrangements are the most versatile gift solutions.

Because they are so easy to handle basket designs have never gone out of fashion. Plus the flowers are long lasting when made in OASIS® Floral Foam Maxlife, and basket arrangements are quick to make. This bleached bowl from OASIS® Floral Products is up to the minute fashion. Choose to match the bridal colours or get an exuberant summery look with mixed hues.

fresh designer tips

- Using OASIS® Floral Foam Maxlife in arrangements helps flowers live up to 50% longer than in previous floral foam.
- Use compact groups of flowers and colours for maximum impact.

FLOWERS AND FOLIAGE

Zantedeschia 'Majestic Red'
Carnation 'Prado'
Rose 'Ocean Song'
Syringa - Lilac
Eustoma 'Mariachi Blue'
Veronica 'Dark Martje'
Bouvardia 'Royal Daphne'
Galax leaves
Sticherus – Umbrella Fern

SUNDRIES

OASIS® Ideal Floral Foam Maxlife
White Natural Wood Round Bowl
Silver OASIS® Glitter Design Spray
Lime 4mm Cord



OASIS® Ideal Floral Foam Maxlife



Natural Wood Round Bowl



OASIS® Glitter Design Spray



4mm Cord



FRESH THINKING

Innovative design ideas with customer appeal.

David Denyer knows that great bridal bouquets have to be really sold to brides because their only concept is the round Rose styles they see in glossy magazines.

When persuading brides to try something new he asks them to consider eclectic styles that will complement their dress and that will look good on the photographs, as these will be a reminder for years to come. Showing examples of your own bridal bouquets is essential, a must have is a professional portfolio of bridal designs.

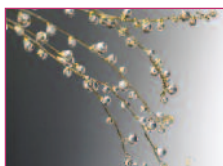
Here David takes the concept of the posy and wraps it in a blushing stand up collar to accentuate the ethereal beauty of the soft white flowers. The bouquet is made on an OASIS® WEDDING BELLE® Bouquet Holder with dancing Morning Dew Drops that will gently move as the bride glides down the aisle.



OASIS® WEDDING BELLE® Bouquet Holder



6mm Round Headed Pearl Pins



Morning Dew Drops



Bullion Wire



Metallic Wire

FLOWERS AND FOLIAGE

Zantedeschia 'Crystal Blush'
Hydrangea 'Schneeball'
Rose 'Avalanche'
Phalaenopsis Orchid

SUNDRIES

OASIS® WEDDING BELLE®
Bouquet Holder
Raspberry Bullion Wire
Raspberry Metallic Wire
Silver Morning Dew Drops
Pale Pink 6mm Round
Headed Pearl Pins



FLOWERS AND FOLIAGE

Stephanotis
Spray Rose 'Mimi Eden'
Bouvardia 'Royal Daphne Supreme'
Chincherinchee Arabicum

SUNDRIES

Apple Green Aluminum Wire
OASIS[®] Floral Adhesive Tube
Apple Green Skeleton Bayan Leaves
Silver OASIS[®] Glitter Design Spray
Ivory 10mm Beads
Mint Metallic Wire
White Parafilm
Wool for handle

IT'S *Magic*

Magical wands are back in fashion! It's all bridesmaids could wish for, and making enchanting wands has never been simpler with OASIS[®] Floral Products.

Most of the construction can be made ahead of the wedding and the flowers then added on the day. You don't have to be a wizard to follow our step-by-step guide to making this perfect bridesmaid design.



Aluminum Wire



OASIS[®] Floral Adhesive Tube



Skeleton Bayan Leaves



OASIS[®] Glitter Design Spray



Beads



Metallic Wire



Parafilm

HOW TO:



STEP 1 - Shape six leaf outlines with Aluminum Wire at the top of a long length of wire that will form the handle. Bend the wire leaves back into a horizontal position. Place the wire leaves together to make a posy shape.



STEP 2 - Use Metallic Wire to pinch and wire together two Skeleton Bayan Leaves. Make approximately ten of these leaf groups. Add these around the edge and centre of the wire leaves. Cover the stems with Parafilm, pad out with wool and add a topping of Metallic Wire.



STEP 3 - Add a small amount of glue to the flower stems; leave the glue for a few minutes to go tacky. Then tuck the flowers in place between the Skeleton Bayan Leaves. Thread ivory Beads onto wool and attach to the end of the wand. Finish with a whoosh of OASIS[®] Glitter Design Spray to add a stardust touch!

TABLE Plan

Wedding bells chime, and champagne flows as summer brings a flurry of weddings.

It's the time when florists can show off their design skills and influence future brides. Long banqueting tables are making a comeback at wedding receptions and slim elongated arrangements are essential to ensure room for serving dishes.

The OASIS® Table Deco's are perfect for these table arrangements with their slender plastic trays already filled with long lasting OASIS® Floral Foam Maxlife. OASIS® Table Deco's are available in three sizes.

FLOWERS AND FOLIAGE

Zantedeschia 'Crystal Blush'
Hydrangea 'Schneeball'
Anthurium 'Alice'
Longiflorum Lily
Carnations 'Prado'
Roses 'Avalanche'
Viburnum tinus
Aspidistra leaves
Platycerum (Stag Horn Fern) leaves
Sticherus – Umbrella Fern

SUNDRIES

OASIS® Table Deco Maxi
Church Candles
Bleached White Midelino Sticks
Candle Holders



OASIS® Table Deco



Midelino Sticks



Church Candles



Candle Holders



fresh designer tips

- If using heavy candles secure the floral foam to the base with pot tape.



NEW

OASIS[®]
FLORAL FOAM

maxlife

Designed for maximum flower life

Up to 50% more memories



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Happily ever after begins with flowers arranged in bouquet holders filled with OASIS[®] Floral Foam Maxlife



With new OASIS[®] Floral Foam Maxlife, flowers are proven to live longer than previous floral foam and as long, if not longer than flowers in a vase. It maximises the lifespan of a variety of flowers, even Roses. It prevents early browning, wilting, petal drop and bent neck. Flowers look better for longer, you'll see.

SEEING IS BELIEVING - Visit www.oasisfloral.com to see our special wedding feature.

 **OASIS[®]** 
FLORAL PRODUCTS BY

www.oasisfloral.com