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New Talent

On-the-verge florists share their favorite bouquets

To design your bouquet, your florist can draw inspiration from many sources: your gown, the wedding's color scheme and aesthetic, the time of year, even the venue. We asked four gifted newcomers in the field to spotlight a recent favorite. **EDITOR: LAUREN MATTHEWS**

NICOLETTE OWEN

Nicolette Camille Floral Design | Brooklyn



"This bride gave me a lot of freedom," says Nicolette, who holds a fine arts degree and worked as a photo researcher for *Domino* magazine. "She made her own dress from champagne, ivory, and blush-colored fabric, which inspired the bouquet's palette. I ended up creating a soft, autumnal, ethereal bouquet that highlighted dahlias and hydrangeas, two of my favorite fall flowers. I thought the

warm, cream-to-blush tones of the dahlias worked nicely with the speckled gossamer pink petals of the hydrangeas."

SARAH BRYSK COHEN

Blossom and Branch | Brooklyn



"I really connected with this bride's wedding aesthetic—vintage 1950's with a romantic flair," says Sarah, a California native whose previous work includes stints at L'Olivier and Surroundings Flowers, in Manhattan. "I envisioned the bouquet as a lush floral Valentine using Black Magic roses, variegated sweetheart roses, and ranunculuses in a palette of hot pink, magenta, and red, which really popped

against the bride's ivory sheath gown. I also included a few tropical leaves in the back of the bouquet for a modern accent."

DENISE FASANELLO

Denise Fasanello Floral Design | Brooklyn

"I designed this bouquet for a bride who was marrying at the Angel Orensanz Foundation," says Denise, who studied fine art and architecture at the Cooper Union in New York City and the Rietveld Academie in Amsterdam. "She requested a natural-looking yet sophisticated design, and wanted to keep the flowers light and airy to contrast with the dark wood and dramatic lighting of the venue. I wanted the bouquet to look as if its flowers had been gathered from my own garden, so I used garden roses, nigellas, geranium leaves, veronicas, tulips, and scabiosas. I loved how the bouquet turned out looking relaxed but still stylish in a very soft, romantic way."



SIERRA YAUN AND JULIET TOTTEN

Poppies & Posies Floral and Event Design | Manhattan

"This particular project was really special," says Sierra, who was an event coordinator specializing in high-end corporate events before she launched the design studio she co-owns with Juliet, a former assistant in product design for Martha Stewart. "Birthright Israel, a program that provides young Jewish adults the chance to explore their heritage, asked us to donate a wedding reception to two alumni who couldn't afford to have one. Inspired by the look of tangled country gardens, we achieved the 'romantic palette of pink and white' that the bride requested by using delicate flowers like garden roses, anemones, peonies, pink peppercorns, and jasmine vines."

