

# IDEA

Ideas, Information and Inspiration

April 2010 | Volume 9 | Issue 1

WEDDING 2010

WEDDINGS  
START WITH  
FLOWERS

**oasis**<sup>®</sup>  
FLORAL PRODUCTS

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2010 brings more personalized items, return of traditions, color infusion and added thoughtfulness in every design. It is our pleasure to be able to bring you the design looks that will define 2010 weddings. Feel free to use IDEA Magazine to inspire your creativity, for design ideas to show to 'soon to be brides' and for color reference. New products for new looks are coming in April to complement color and design trends.

Full bouquets and centerpieces are en vogue and can evoke moods of optimism, nostalgia or serenity depending on the colors and flowers chosen. Wedding details this year include pearls, glass, antique finishes, and hammered metals – each of which provides a personal, one-of-a-kind tone to the wedding celebration as brides embrace their special day.

## About the Smithers-Oasis Design Directors

The arrangements and ideas seen in IDEA Magazine, IDEA Mail, IDEA Channel and [www.oasisfloral.com](http://www.oasisfloral.com) come from the Design Director team – renowned floral designers from across North America. Visit us online to see additional design ideas and sign up to receive our monthly IDEA Mail.



Roses in this issue of IDEA were courtesy of Eufhoria Flowers.



Special thanks to BBJ Linen for the linens seen in this issue.



Sharon McGukin  
AIFD, PFCI, author of  
*Flowers of the Heart*



Kevin Ylvisaker  
AIFD, PFCI

## Wedding Design 2010:

Weddings are busy for everyone involved, so we want to help make it as easy as possible! Start at [www.oasisfloral.com/wedding](http://www.oasisfloral.com/wedding) to see all of the resources available to you for all of your wedding needs. Get the behind-the-scenes research, video how-to's and helpful wedding business resources. Plus, we will update the page throughout the year so stay tuned for even more images, videos and research. We welcome you to download these images and use them for your own purposes. Be inspired by the possibilities for wedding flowers in 2010!

*"Weddings truly do begin with flowers—specifically the bride's bouquet. Everything flows from there."*

– Kevin Ylvisaker

*"The flowers a bride chooses reflect her personality, it's a very personal thing."*

– Sharon McGukin



Ardith Beveridge  
aaf, AIFD, PFCI



Loann Burke  
AIFD, PFCI



Mario Fernandez



Frank Feysa  
AIFD



Cory Lonsert  
AIFD



Neville MacKay



Gary T. Meehan



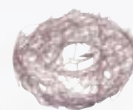
Julie Poeltler  
AIFD



## Innovation

*This flower icon designates innovative uses of OASIS® Floral Products throughout IDEA.*

Top off cakes with the OASIS® MINI-DECO™ Holder arranged with flowers. This will allow for easy removal of the flowers from the cake when it's time for dessert! LOMEY™ Wire Collars stretch to rest on the top tier and around the base for texture and sparkle.



**LOMEY™  
Wire Collars**



**OASIS®  
MINI-DECO™  
Holders**

# HONEY WHEAT

Honey Wheat is optimism over opulence. The palette is monochromatic and uses metallic gold and pearly white as neutrals, elevating the occasion without going over the top.



An ELEGANT® Bouquet Holder offers a classic gold metal handle and will keep flowers fresh.



Create a custom Flower Girl Basket with a LOMEY™ Wire Collar and OASIS™ Beaded Wire.



With OASIS® Floral Foam, a favorite container can become a vase. Brides can incorporate personal elements for a memorable and one-of-a-kind design.

A SPIRIT™ Rectangle Bowl coupled with OASIS® Floral Foam create long lasting and easy to transport altar arrangements so they can be used at the ceremony, reception and brought home!

LOMEY™ Shimmer Wrap Wristlets are versatile and easy to use. Try these for an added touch as napkin rings to complete a reception or rehearsal dinner table.





Cascading bouquets move gracefully as the bride comes down the aisle while pearls of OASIS™ Beaded Wire gleam. The metallic twist handle of the OASIS® ELEGANT® Bouquet Holder completes the look and has a hidden water-wicking system so flowers stay hydrated for days!

Visit [www.youtube.com/oasisfloral](http://www.youtube.com/oasisfloral) as Sharon shows you how to set the mood of Honey Wheat.



*One Bouquet Holder Four Ways – Silk flowers, ribbon, OASIS™ Beaded Wire, lace handkerchief – the handle decorating possibilities are endless. Let your bride choose what suits her style!*



Designed in an OASIS® Super Wet™ Bouquet Holder, this bouquet will look fresh for the ceremony and all night.



OASIS™ Flat Wire brings another color and texture to make a bouquet one-of-a-kind.



# JUICY FRUIT

Full of bright colors and Latin influence, this design style combines the impact of clear glass and colorful metallics with flowers for the blend of hard and soft seen in today's fashion for today's bride.



OASIS® ELEGANT® Bouquet Holders are equipped with a water-wicking system for continuous hydration.



Products from the LOMEY® Design System make this arrangement stand tall.

Simple and chic. Using ESSENTIAL® Bouquet Vases with colored water and wrapping stems with bright OASIS™ Beaded Wire makes an unforgettable tablescape.



OASIS™ Angel Hair Wire and OASIS™ Aluminum Wire make this bouquet handle comfortable and colorful.

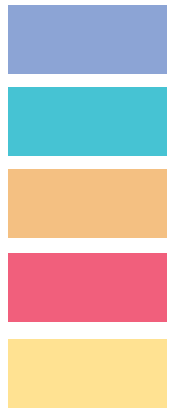


Below: Serve up a side of glamour at the reception. The OASIS® Wreath Base allows for a large design platform to highlight the personal touch of a signature cocktail. Check out [www.youtube.com/oasisfloral](http://www.youtube.com/oasisfloral) as Kevin showcases these great designs.



# CURIO STYLE

Shabby chic this style is filled with the relics from romanticized times. Vintage and natural objects and textures include birds, botanical prints, vintage tea towels, clay pots, tin and salvage treasures.



A full, round bouquet with garden textures is possible with an OASIS® WEDDING BELLE® Bouquet Holder.



Create a stunning array of roses for entryways with this Oval OASIS® Mache Wreath.



Candelabras are perfectly topped with an OASIS® IGLU® Holder incorporating a family heirloom into the wedding day for a personal touch.



An OASIS® Sculpting Sheet, used as a base for this card box, can be cut to any size.





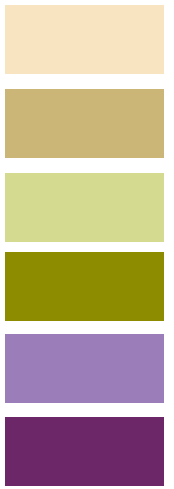


Make a statement with a stunning arrangement using a ceramic urn. OASIS® Floral Foam ensures the flowers stay fresh and look perfect all day. So fresh you can enjoy them after your wedding.

Visit [www.youtube.com/oasisfloral](http://www.youtube.com/oasisfloral) as Sharon guides you through the Curio palette.

# SHEER ELEGANCE

This graceful, serene palette showcases the new neutrals tinged with green, smoky gray or amethyst. The style combines luster with flowers, jewels and flowing color.



Want a dramatic bouquet with up to two dozen roses? The OASIS® Luxe™ Bouquet Holder features a large design space, perfect for lavish bouquets.



This grandiose arrangement was designed in OASIS® Floral Foam and a Silver SPIRIT™ Rectangle Bowl set atop a small table that can be used at the ceremony or reception to create an elegant atmosphere.



OASIS™ Flat Wire scrolls color into a corsage.



Forget other favors. The new OASIS® Table Deco Holders make for perfect take-away gifts. Set on tables to complement the centerpiece, or tuck in place cards to make them serve multiple purposes!



*Offer an upgraded bouquet for the maid of honor.*

A variety of heights and textures bring a regal quality to centerpieces. The exact placement of the flowers is achieved with the OASIS® Table Deco Holders in small, medium and large. Small Table Deco Holders add to the tablescape at each place setting and can double as the favors for guests.



OASIS®  
TABLE Deco  
Holder





OASIS®  
Table Deco  
Holders

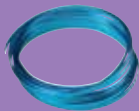
# COMING soon!

Visit [www.youtube.com/oasisfloral](http://www.youtube.com/oasisfloral)  
and see the newest products  
from Smithers-Oasis.

LOMEY™  
Classic Wrap  
Wristlets



White Black Ivory Gold Silver



Turquoise



Gold



Red



Brown



Copper



Pink



Apple Green



Yellow



Black



Strong Pink



Tangerine



Purple

OASIS™  
Flat Wire



Silver

## NEW colors!



Yellow

OASIS™  
Aluminum  
Wire



Natural

OASIS™  
Rustic Wire

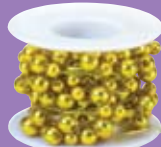


Purple

OASIS™  
Beaded Wire



Silver



Yellow



Gold



Tangerine

LOMEY™  
Corsage Pins



Tangerine



Yellow



Pink

OASIS™  
MEGA Wire



Yellow



Tangerine



Pink



Purple