

# ★ NEW Products!

★ Coming Soon!

Just in time for wedding season, OASIS® Floral Products is introducing two new Bouquet Holders, MEGA Wire, Beaded Wire, new Glass Containers and OASIS® UGlu™ Adhesive.

The Super Wet™ Bouquet Holder is specially designed with a wicking system to continuously deliver water to the flowers.

The LUXE™ Bouquet Holder features a large design space and can accommodate more than two dozen large roses, making extravagant artistry possible.

OASIS™ Beaded Wire will save time with pre-strung beads, and the OASIS™ 6-gauge MEGA Wire is strong and malleable, perfect for structural work.

## ★ OASIS™ Beaded Wire



## ★ OASIS™ MEGA Wire



## ★ OASIS® Luxe™ Bouquet Holder



## ★ OASIS® Super Wet™ Bouquet Holder



Super Wet™ Bouquet Holder has the exclusive OASIS® brand Floral Products water wicking system for the absolute freshest looking bouquets. Flowers are never under stress with the continuous water source and last longer. The water wicks through the handle and includes removable cap.

## ★ ESSENTIALS™ Glassware by OASIS® Floral Products

7 Popular New Shapes!



# IDEA

Ideas, Information and Inspiration for the Retail Florist

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## WEDDING 2009

A Bride's Perspective:  
Bouquets and arrangements to match any  
bride's style this year

# What's Inside

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10 Romantic Gold

## Wedding 2009

The bride's bouquet sets the tone for every wedding, so we showcase a variety of bouquet styles and complementary floral arrangements.

Here at OASIS® Floral Products we are your partner. We understand that weddings represent great opportunities. We aim to help you by providing tools for successful bridal consultations as well as personal, long-lasting designs. Enjoy IDEA Magazine, and sign up for other useful tools throughout 2009 by visiting [www.oasisfloral.com/wedding](http://www.oasisfloral.com/wedding).

### About the Smithers-Oasis Design Directors

The arrangements and ideas seen in IDEA Magazine, IDEA Mail and on the Smithers-Oasis Web site come from the Design Director team – renowned floral designers from across the country with more than 175 years of combined industry experience. Log on to [www.oasisfloral.com](http://www.oasisfloral.com) to see additional design ideas and sign up to receive our monthly IDEA Mail.



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



Ardith Beveridge  
aaf, AIFD, PFCI



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Cory Lonsert  
AIFD



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Gary T. Meehan



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AIFD



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AIFD, PFCI



## On the Cover

One of this year's hottest themes is pink everywhere! Show your bride how breathtaking a "layer" of flowers is on a tiered display of cupcakes by using the OASIS® Sculpting Sheet. It keeps flowers fresh all day and the STYROFOAM® base can sit on any cake plate or table.

### COLOR TRENDS: Wedding 2009

Pink	Clean Green	Excursion	Cool Jewel	Romantic Gold

STYROFOAM® is a registered trademark of the Dow Chemical Company.



## Innovation

*This flower icon designates innovative OASIS® Floral Products and original designs throughout IDEA!*

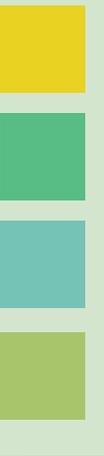
This fresh design from OASIS® Floral Products is the perfect symbol for your wedding day. Bring two hearts, designs, or in this case OASIS® Netted Spheres full of stunning white roses together with OASIS® Floral Foam Garland. With flexible green netting and consistent floral foam to ensure the integrity of your designs, both OASIS® Netted Spheres and Garland keep arrangements stable and fully hydrated throughout an event.

For more classic black and white wedding designs visit [www.oasisfloral.com/wedding](http://www.oasisfloral.com/wedding)

“I want my wedding to be  
*Natural, Green*  
 and with the clean style of  
*Spring*”



OASIS® Floral Foam



OASIS® WEDDING BELLE®  
 Bouquet Holder

ABOVE: The cascading bouquet is in full style. Our WEDDING BELLE® Bouquet Holder featured here, provides flower security and constant hydration for a dramatic look that brides crave.

LEFT: The preformed LOMEY™ Wire Collar can be molded into a floral wristlet, head-wreath or necklace.



OASIS™  
 Beaded  
 Wire



Floralife  
 Finishing  
 Touch  
 Spray



LOMEY™  
 Wire Collar



Wrap hyacinths with the LOMEY™ Wire Collar for an updated hand-tied bouquet. You get intricate detail in seconds.

The wide variety of OASIS® Floral Products and Floralife® Products allows you to provide your bride with subtle details as well as long-lasting flowers.



ABOVE: OASIS® Floral Foam creates the base for long lasting springtime arrangements. Ensure freshness with foam that provides constant hydration in any container.

LEFT: OASIS™ Aluminum, Beaded and Metallic Wires will enhance a simple program basket, and with the wide variety of colors, you'll be sure to find a match for any bride.

RIGHT: The pivotal moment of the wedding ceremony is the procession down the aisle. When all eyes are on the wedding party, show brides how flowers enhance the moment, from bouquets to aisle decorations to this wagon for a young flower girl. Draped with the OASIS® Floral Foam Garland, it makes a statement no one will forget and will keep its integrity in transport at any temperature.



OASIS® Floral  
 Foam Garland



"We want our wedding to feel like a  
**Summer  
 Getaway**"



OASIS® Super Wet™  
 Bouquet Holder

ABOVE: The bridesmaid's bouquet in a Super Wet™ Bouquet Holder will provide constant hydration, even in the hottest weather. BELOW: Give your groom that island feel with a twist on a boutonniere. Use OASIS® Floral Adhesive to create this look.



OASIS™  
 Beaded Wire



LOMEY™  
 Wire Collar



The bride's cuff bouquet starts with a preformed LOMEY™ Wire Collar and is adorned with coordinating OASIS™ Beaded Wire and LOMEY™ Diamante Pins in Apple Green. Learn how to make this bouquet yourself at [www.youtube.com/OASISFloral](http://www.youtube.com/OASISFloral)



LEFT: The hydration and stability of the OASIS® Casket Saddle creates the base for a tiki torch while the BRAVO® Holder's floral foam allows flowers at the top to stay fresh and look their best.



Create  
 Your Paradise

Texture and color emphasize the occasion.



OASIS® Square  
 Mache Wreath



Rectangle Bowl  
 SPIRIT™ Collection



LEFT: Every guest sees the place card table, making it a perfect place to use flowers to enhance the presentation. A Square OASIS® Mache Wreath provides a water source for flowers while a SPIRIT™ container filled with sand inside the wreath holds place cards.

BELOW: Create a dramatic altar arrangement using OASIS® Casket Saddles. The OASIS® Floral Foam won't crumble, so you can fill each brick with plenty of stems, and the flowers will stay fresh longer.

OASIS® Casket Saddles



“ I want  
*rich, deep,*  
 fabulous colors ”



The Silver Metallic Twist ELEGANT® Bouquet Holder will bring panache to the cool jewel bride's bouquet. LOMEY™ Diamante Pins and an assortment of wires add allure and attractive form.



OASIS® ELEGANT® Bouquet Holder



OASIS™ Aluminum Wire



OASIS™ Sisal



OASIS™ Beaded Wire

The bride's bouquet sets the tone for the entire wedding – the more you impress her with your design versatility, made possible with OASIS® Floral Products, the more opportunities you'll gain.

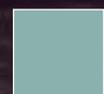
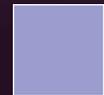
BELOW: Centerpieces represent 60 percent of wedding sales – design the best with OASIS® Floral Foam which maximizes flower life. This tall centerpiece uses OASIS® Floral Foam on a LOMEY™ dish for easy transport and setup. OASIS® RAINBOW® Foam Mini Cubes and LOMEY™ Flower Gems provide bold, coordinating color.



OASIS® Floral Foam



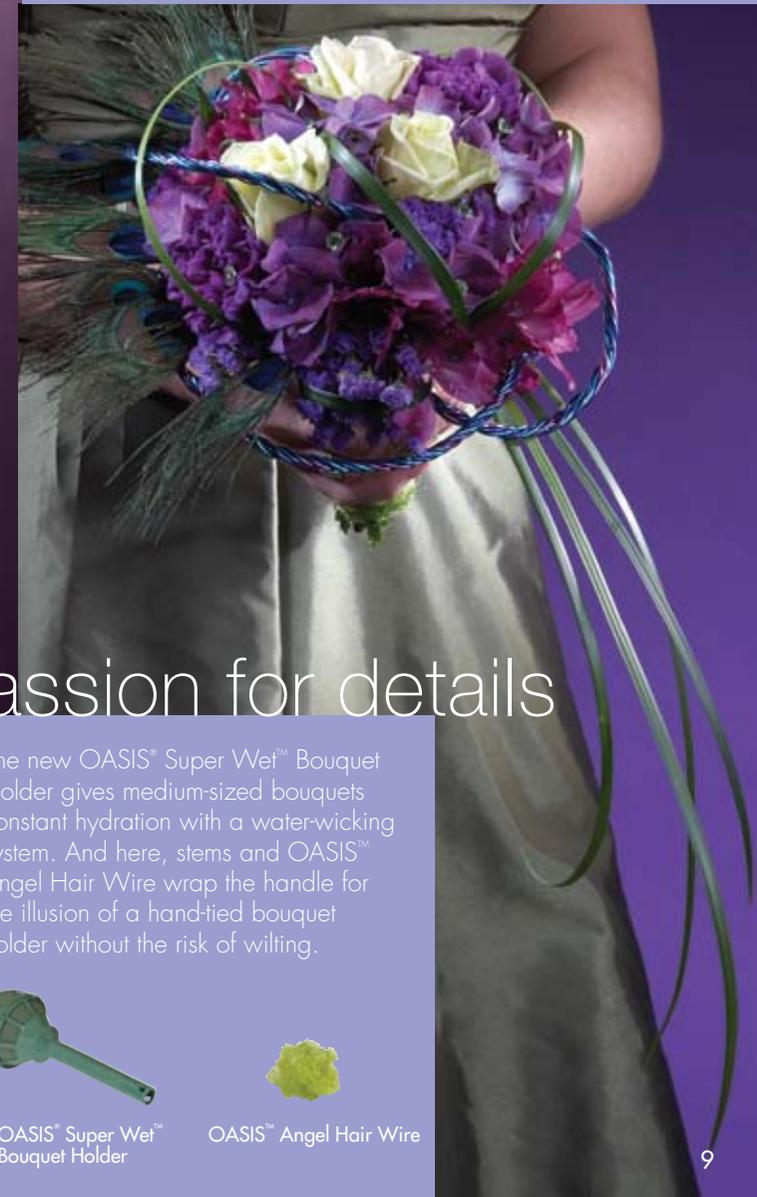
LOMEY® Designer Dish



ABOVE: OASIS™ Design Accessories coordinate, so you can use LOMEY™ Diamante Pins and OASIS™ Decorative Wires to create a one-of-a-kind ring bearer pillow.



LOMEY™ Diamante Pins



## Passion for details

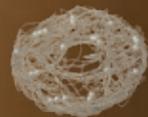
The new OASIS® Super Wet™ Bouquet Holder gives medium-sized bouquets constant hydration with a water-wicking system. And here, stems and OASIS™ Angel Hair Wire wrap the handle for the illusion of a hand-tied bouquet holder without the risk of wilting.



OASIS® Super Wet™ Bouquet Holder



OASIS™ Angel Hair Wire



LOMEY™ Wire Collar



OASIS™ Beaded Wire



“Our wedding should be a Romantic Event”



OASIS™ Beaded Wire

## Breathtaking Bouquets

Showcase more flowers in a hand-tied bouquet with a LOMEY™ Wire Collar. OASIS™ Metallic and Beaded Wire throughout the dramatic vertical bouquet add motion and interest.

Metallic colors are at the peak of style, and gold is racing to the top of the hot list. Show brides the full line of gold OASIS™ Decorative Products to help create a sense of vintage glamour.



ABOVE: Show your creativity with an over-the-shoulder corsage. OASIS® Waterproof Tape is the perfect mechanic to achieve this look.



## Golden Accents

ABOVE RIGHT: Take their breath away and create new floral opportunities with floral chandeliers. Created by stringing a preformed OASIS® Netted Sphere and covering the chandelier's chain with OASIS™ Angel Hair Wire, it will instantly change a venue to look romantic and exquisite. Plus, with Deluxe OASIS® Floral Foam holding flowers secure there will be no worries.

ABOVE: Carry the look through! Show brides how a twist of gold OASIS™ Bullion Wire and gold LOMEY™ Corsage Pins make even the boutonnieres perfectly accented.

RIGHT: For the bridesmaids, an ELEGANT® Bouquet Holder, the only finished bouquet holder, makes today's sophisticated gold style achievable.



OASIS® Netted Sphere



OASIS® ELEGANT® Bouquet Holder