



THE COUNTRY GARDEN COMPANY

Spring 2020

new year~ new season

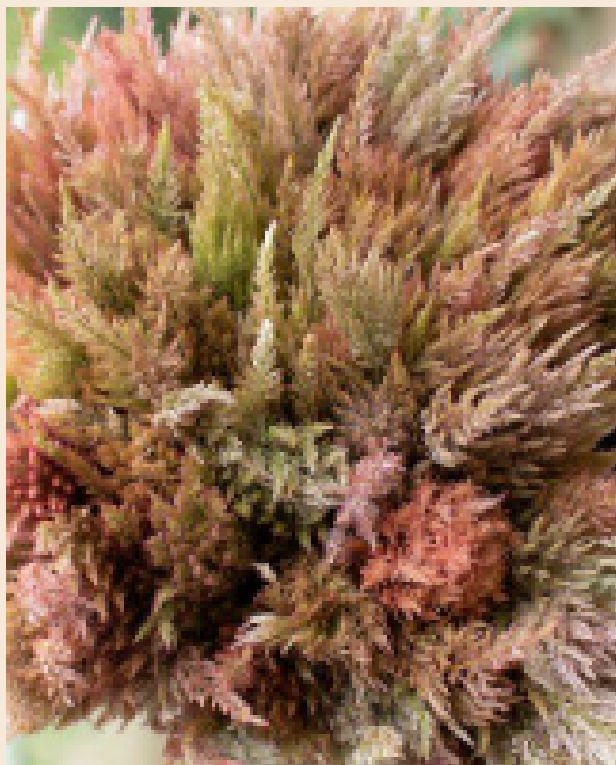
Every new year is a time for reflection on the previous year and resolve for the coming one. For us, at The Country Garden Company, this means a look back at what did well in the cutting garden, what did badly and what we need to change. We also reflect on the weddings that we were involved in, and while we do like to congratulate ourselves on all the happy couples we worked with, we also start to wonder what colour trends are changing and which are continuing, which flowers are more or less popular, how can we make our client experience better and what services we need to improve. We need to make sure that the couples and florists that we work with have an amazing array of flowers, foliage and props to call on, but also have an absolutely solid customer service.

TOPICS

new this year
2020 wedding trends
dried flowers
how it works
contact us



The Country Garden Company Spring 2020



vintage rose celosia



chinese aster kingsize apricot



basil red rubin



zinnia whirlygig



eschschozia appleblossom



cephalophora pineapples

Every growing season starts with a good look at the flowers, herbs and foliage that we grew last year, an assessment of how they did and what we would like to introduce this year. First on our hit list for summer 2020 are some of the fabulous new celosia introduced by Florets. The usual celosia available in the UK are the brightly coloured plumes often associated with local authority bedding schemes. While these may be lovely for those festival themed weddings the ones that are really causing us to swoon are the vintage and antique colourways. Lets hope these do well - I cant wait to see them mixing into all the boho, pampas style arrangements that are booking at the moment. Continuing the mood of summer weddings we are delighted to be trialling eschschozia apple blossom for the first time this year. Slightly resembling an icelandic poppy, it has the fluttery, crumpled silk petals that we all love. Following the success of our Chinese asters last year we are introducing new varieties including kingsize apricot. Look out for these at the end of summer and into autumn - a genuine rival for cafe au lait dahlias. Every year we make a vow to grow more foliage and fillers particularly those that bring texture and movement so we are adding 3 new varieties of basil this year - 'Cinnamon' is a lovely variety featuring dark purple flowers atop green leaves and chocolate colored stems, 'Mrs. Burns Lemon' which has a clean, citrusy scent. bright green foliage and white, fragrant flowers, and 'red rubin' with its smooth dark red foliage. We love mixing basil in with zinnia for a fast and fragrant autumn bouquet so we are adding yet another zinnia - 'whirlygig' joins our 'end of summer into autumn' flowers. Finally we like to try some flowers for fun - this year we have cephalophora pineapples - a lovely pompom of bright yellow with a much softer stem than craspedia and an amazing aroma of pineapple.

wedding trends in floristry 2020

Many florists find themselves working one or even two years ahead when booking and planning their clients weddings so it can be difficult for us, as growers, to pick out what trends will actually be this year and moving into 2021. We will try though.....

We see the trend of looser, less formal flowers continuing with an emphasis on plenty of seasonal foliage, large, garden style bouquets and table arrangements combining flowers with candles and other decorative items.

The (hopefully) unstoppable trend towards ethical, eco-friendly floristry is definitely one that all florists need to get on board with.

More and more couples are concerned with the ecological impact of their wedding and are requesting locally sourced, seasonal blooms. Many florists are combine this with a very strong move away from floral foam and single use plastic in an attempt to reduce their own business footprint and personal responsibility for climate change.

The tend for dried flowers and material continues to be strong and, although pampas may still be king, there are plenty of other dried grasses, seed heads and fillers that can add that vintage, boho look to your arrangements.

When it comes to colours, every year sees different shades emerge as key trends. For 2020, we predict we will all be looking at the paler end of the colour spectrum; shades of coffee, dusky pinks, creams and caramels are really current and can be found in multi-tonal pastels such as phlox cherry caramel or creme brûlée, cafe au lait dahlias, pansy antique shades, rudbekia sahara and chocolate cosmos

Additionally we are seeing that many couples will seek to create more off-table statement arrangements such as floral sculptures, floral arches and suspended installations to wow their guests. many of these are in full on lush garden styles but some are opting for dried material 'clouds'.

Having said all this I love a good old, festival styled wedding with loads of vibrant colour, textures and crazy touches!! Bring it on - we will have the flowers!!

dried flowers - who would have thought...?



not our work - thank you pinterest

Dried flowers have suddenly moved from being that horrible arrangement on your Granny's sideboard comprising 25% faded straw flowers, 25% wheat and 50% dust to the most coveted, chicest, most stylish floristry of 2020 and we are all over it! We are growing a great range of all the traditional favourites including, yes, straw flowers, larkspur and acrolinium but we have also had a huge success drying some really surprising blooms too. Dried alchemilla sold out as fast as we could dry it, we couldn't get enough dried sunflowers or ammi, and dried peonies and dahlias - just WOW.

We intend to dry just about anything we can get our hands on this year including grasses, seedy bits, big blooms, small blooms and fillers. Please don't forget that our dryers run just about full time during the spring and summer to make dried petal confetti so every last flower and petal is used.

How it works

Every year is different, every season is different and being flower growers we have learned to adapt; we adapt our growing to the amount of rain, the temperature, the amount of sun, the strength of the wind, we enrich our soil, we combat pests and plant disease and, above all, we work with nature to produce an amazing array of fabulous flowers, fillers, grasses and foliage. We recognise that all our floristry clients have different needs, priorities and styles of working and we try to adapt to that too!

Once May begins we start to get a regular supply of produce to offer to our florists. Every Sunday we will email a list of flowers etc available this week with approximate numbers available. If you would like anything please email me at orders@thecountrygardencompany.co.uk. I will then confirm your orders. We deliver routinely on a Thursday.

For our home customers we will start delivering to KY10, KY15, KY16 and KY14 in May. You can either order directly on our website, call on 07790680763 or email to orders@thecountrygardencompany.co.uk remembering that we need a minimum of 24 hours notice to cut, condition and arrange your flowers.



WHY FLOWERS MATTER

Just living is not enough...
One must have sunshine,
freedom, and a little flower.

HANS CHRISTIAN ANDERSEN