

Time Out

Sydney

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The peak of Sydney's
homegrown florists' p12

*The Places of Public Entertainment legislation, of course. What did you think

FLORISTS

Jodie McGregor *Jodie McGregor Flowers*

How long have you been a florist? Nine-and-a-half years.

What got you interested in Australian natives? It clicked with people responding to flowers they haven't seen. That's the quality natives have. They're more organic, with branches or succulents [plants] and then you add a floral. It's an arrangement of elements, like a piece of art.

Why promote the natives versus an imported bunch?

It's embracing what's natural and beautiful to this country. I find more warmth to them than mass-produced ones in glass houses. People look at a rose and go: "Oh, it's a little bit damaged." I go: "That was nature."

What sets you apart from other florists in Sydney? I want people to feel like they've had an experience. We find out if the customer is funky or conservative and pick what resembles that. It's like a psychological study.

Go native!
Jodie McGregor
Flowers

123 Johnson St
Annandale 2038
(02 9566 1899)

Any Sydney-specific natives? The Gymea lily. You can't find that anywhere else.

How do you make your selections? They be could be something that we've never had before, something the grower's got heaps of, or we'll say: "Just give us something interesting."

Are natives more expensive than regular florals? It's about value. A eucalyptus can be \$60, but that's going to sit for about a month. Whereas a bunch of tulips, at \$30, is going to last five days.

So you always win the annual neighborhood garden competition? My garden's pretty basic. But people do steal my plants. *SL*

WANT MORE?

Susan Avery Flowers 59 Jersey Rd, Woollahra 2025 (02 9363 1168)
Flowers 105 Wilson St, Newtown 2042 (02 9516 4792 www.julieplicher.com)
The Sydney Flower Market Building F, Sydney Markets, Austin Ave, Flemington 2129 (www.sydneymarkets.com.au)

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memberships!
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'We're jammin'
with homemade
preserves! p15



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