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BLOOMIN' MARVELLOUS

WITH SO MANY VIBRANT FLOWERS BURSTING INTO BLOOM, SPRING DECORATING COULDN'T BE ANY MORE INSPIRING. FLOWERS IMMEDIATELY MAKE A ROOM WARMER AND MORE WELCOMING, AND BEAUTIFUL ARRANGEMENTS ADD A PERSONAL TOUCH TO YOUR HOME. THE EXPERTS GIVE US THEIR TOP TIPS FOR DIY FLORISTRY SO YOU CAN ACHIEVE THE PROFESSIONAL FLORAL LOOK THIS SEASON.

BY KAITLYN TAPIA



JODIE MCGREGOR

THE OWNER AND FOUNDER OF JODIE MCGREGOR FLOWERS IS ONE OF SYDNEY'S MOST SUCCESSFUL FLORISTS. WE CHAT TO HER ABOUT WORKING IN THE INDUSTRY, WHAT'S ON-TREND THIS SEASON AND HOW WE CAN CREATE THE FRESHEST LOOKS AT HOME.



HOW DID YOU START OFF WORKING IN FLORISTRY?

I have always loved flowers. My Nan and Pop used to grow gorgeous old-fashioned garden flowers – roses, sweet peas and gardenias. They were lovely, just beautiful people and I have wonderful memories of growing up with them and their garden.

There are so many things I love about flowers – their fragrance, colour, variety and the big canvas from which to create – and also those beautiful memories of family dear to me.

Although I was originally working with textiles rather than in floristry, I think I was always destined to be a florist. I grew up with flowers, I loved getting them from my boyfriend and after volunteering with a local florist, I never looked back. Working as a florist has brought me some fabulous experiences in Sydney and around the world.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

I absolutely love flowers. Just adore them. Nature really is very clever, and I get to work with gorgeous blooms every day. The seasons change, which means no one flower day is the same. It's great when you have a team of florists who form a tight little group – mix that chemistry with lush flowers and the lovely customers we have at Annandale and you create something really special. Speaking of special, there is also something very nice about sharing occasions with people through their lives – engagement flowers, weddings, births and even bereavements – you become so close to people over the years of sharing milestone moments with them.

DO YOU HAVE A PERSONAL FLORISTRY STYLE?

At Jodie McGregor Flowers we specialise in mixing textural elements with floral. And we're not flower snobs! We know how to



create magic with flowers like carnations, chrysanthemums and baby's breath.

WHAT ARE THE LATEST TRENDS IN FLORISTRY?

Bold, clashing colours are really popular at the moment, as well as surprising mixes. We're really seeing a move away from softer, whimsical looks.

HOW DO YOU GET BEAUTIFUL FLOWERS ON A BUDGET?

Ask your florist for guidance. They will really want to help you, so make sure you talk budget, and tell them what you like and what you don't. Incorporating plants and foliage and using flowers that last a long time definitely helps when you're on a budget. We look at some flowers as a floral investment – orchids such as phalaenopsis and cymbidium may seem expensive, but they last very well and are beautiful.



JODIE'S ADVICE FOR ACHIEVING THE LATEST LOOKS AT HOME

- Start by looking for single pieces that provide a point of interest, like an orchid stem or a big Banksia. Accentuate statement pieces by displaying them in an interesting vessel.
- Flowers en masse look gorgeous, particularly when enhanced with leaves or foliage.
- Finally, a nice styled look can be achieved by compiling several different elements – candles, plants, shells, branches and flowers.