

## BRIDALUPDATE

# Here Comes... the Groom!

## Specialty Flowers for Men

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*The sculptural feel of this boutonniere was achieved using the seedpods from *Ratibida pinnata* as the focal material, along with a stabilizing static line of variegated lily grass, accented with swirls of decorative wire.*



*The impact produced by using unusual topical foliage to create a boutonniere is striking, yet simple and clean. Altering the foliage by rolling the material adds both creative flair, and important visual weight.*



*Something a little daring might be in order for the more adventurous gentleman. This is a good time to use alternative materials as shown here. Pheasant feathers offer a nice contrast to the sunflower and the hemp cord.*



*A masculine look is created applying phoenix style design to a body flower with the lily grass shooting upward from a mass spherical form of hypericum and green button chrysanthemums. The touch of rustic hemp cord, in place of ribbon, reinforces the masculine feeling.*

**H**ere comes the bride, all dressed in white...Yeah, yeah, yeah, we all know that old song and dance. How about...Wow, Look at the Groom! A dash of Cary Grant...a step towards Fred Astaire...and well "Frankly Scarlet..."Even the ever masculine Clarke Gable wore them.

The donning of boutonnieres is a longstanding tradition with a fascinating history. The eternally romanticized and brave Knights of Medieval Europe were the first men known to adorn themselves with flowers, wearing the designated colors of their lady loves into battle.

The western world experienced a resurgence of this custom in the 19th century; when Frenchmen began adding a blossom to one's coat for add a dash of color. Men of higher social stand-

ing and culture wore flowers, whether from the garden or the hothouse, as a matter of good fashion. Gardenias, tea roses, camellias, carnations, lilies of the valley, and even tuberose were among those flowers chosen by gentlemen for their fragrant qualities, along with half blown cabbage or garden roses backed by maidenhair fern, a coleus leaf, or a begonia leaf.

Boutonnieres in the 19th century, often called "buttonhole bouquets," were appropriate for occasions in every season. Nineteenth century writer Oscar Wilde was a great devotee of the boutonniere.

Nearly every street corner in mid-summer London hosted flower sellers selling Moss Roses; fresh roses with damp moss wound around their bases, ready for fixing to gentlemen's coats. These buttonhole bouquets, or "coat flowers", were worn whenever a gentleman left his residence.

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*A really well-made buttonhole is the only link between Art and Nature.*

—Oscar Wilde, *Phrases and Philosophies for the Use of the Young*



**CLIP & SAVE**

## Floral Holiday Calendar

Tailors even began adding a small pocket or loop in the back of the lapel under the buttonhole to restrain a narrow glass tube purchased from a florist. In lieu of a vial, damp moss wrapped with oiled silk was placed around the stems of the flowers.

In our postmodern world boutonnières have lost this daily appeal and are worn (sometimes under duress) for special occasions. Today we generally only see men sport a lapel flower at weddings, proms, milestone anniversaries, and sometimes for award ceremonies. This view of the boutonniere as a plain carnation with bit of greenery, or a rose drowning in baby's breath need not be today's reality.

While historically boutonnières were merely a fragrant or pretty blossom, the modern lapel flower is more expressive and creative. Why not give the groom a little bit of your creative attention?

The use of alternative materials and updated mechanics has unbuttoned the traditional fashion and unlocked the universe of artistic expression. This uncharted territory of creative design has led to a new perception of the boutonniere as a piece of jewelry as opposed to merely a flower.

The use of decorative wires, faux gems, beads, reeds and feathers as well as any variety of unexpected materials can be seen in body flowers these days. In addition to the tangible aspects of current styles we also have the opportunity to explore new techniques.

A boutonniere that functions as a piece of jewelry gives new inspiration to designers. We can even abstract the materials, giving a sculptural or architectural air to the design. One of the most exciting parts of this artistic freedom is the boundless range of creativity that can be reached when innovative designers interpret and reinvent their vision of the body flower.

The boutonniere as a category of body flowers has changed, becoming more than the old fashioned pin on lapel flower of bygone days. There are endless ways to properly groom the gorgeous botanical products available to us into works of floral art to wear!

*Images of sunflower, hypericum, and foliage boutonnières provided courtesy of Flora Magazine. Designs by Susie Kostick, AIFD, CFD, PFCL. ✨*

Floral Holidays	2013	2014
New Year's Day	Tuesday, January 1	Wednesday, January 1
Valentine's Day	Thursday, February 14	Friday, February 14
St. Patrick's Day	Sunday, March 17	Monday, March 17
Passover	Tuesday, March 26	Tuesday, April 15
Easter Sunday	Sunday, March 31	Sunday, April 20
Administrative Professional (Secretaries) Day	Wednesday, April 24	Wednesday, April 23
Cinco de Mayo	Sunday, May 5	Monday, May 5
National Teachers Day	Tuesday, May 7	Tuesday, May 6
Dia de Las Madres (Mexico)	Friday, May 10	Saturday, May 10
Mother's Day (US/Canada)	Sunday, May 12	Sunday, May 11
Memorial Day	Monday, May 27	Tuesday, May 27
Father's Day	Sunday, June 16	Sunday, June 15
Rosh Hashanah	Wednesday, September 4	Wednesday September 24
Grandparents' Day	Sunday, September 8	Sunday, September 7
Yom Kippur	Friday, September 13	Friday, October 3
Thanksgiving Day (Canada)	Monday, October 14	Monday, October 13
Bosses' Day (US)	Wednesday, October 16	Thursday, October 16
Sweetest Day	Saturday, October 19	Saturday, October 18
Halloween	Thursday October 31	Friday, October 31
Thanksgiving Day	Thursday, November 28	Thursday, November 27
Hanukkah	November, 27 – December 5	December 16 - 24
Christmas Day	Wednesday, December 25	Thursday, December 25
Kwanzaa	December 26 – January 1	December 26 – January 1

### MFA SPECIAL EVENTS

March 1-3, 2013 – Great Lakes Floral Expo, Grand Rapids.

March 7-9, 2014 - Great Lakes Floral Expo, Grand Rapids.