

Don't forget the



Boutonnieres

Boutonnieres are now as unique and stylized as the corsages and bouquets are for the women. Gone are the days of the single rose, replaced with designer orchids and creative alternatives.

Many florists say they have reached their price “ceiling” or limit on what they can sell a corsage for. Boutonnieres are a great way to increase your average sale by selling a more unique look for the guy to match the girl. If you have connected with the girl, she will see the value in uniqueness and style for the guy.

Look in any magazine and the boutonnieres showcased will include not only flowers, but also “twigs and berries” including equisetum, hypericum, and stems wrapped in decorative wire. The men want designs that reflect their personal styles and tastes from formal to woodsy and a great variety in between. Make up a few of these unique designs to have in your store on display, either in fresh or artificial. This gives the customer something to look at rather than just taking your word for it that it will look great.

Fitz Design offers an easy way to make all your customers happy using our boutonniere holders, in Glitterati, Filigree, Calla Lily, and our newest magnetic accessory, Magic Magnetzz. These magnetic boutonniere holders add style and class to the simplest of designs with their unique designs. From elegant to playful, you cannot go wrong by adding a boutonniere holder for the men. It also makes the night for them easier, as they have no need to worry how to pin it on.

Make sure you are creating the current looks your customers want, and don't forget the boutonniere!!!

Wishing you successful Prom and Wedding seasons,

Cory Brown AIFD
Fitz Design
800-500-2120

Fitz Design
More styles More colors More memorable