

Time Out

Sydney

The independent entertainment bible

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Special
guest
editor!

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My mag. My Sydney. My way

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Sir Elton's exclusive guide Cafés, galleries, daytrips, beaches, boutiques, musicals... and knightlife!

Expert's guide to...

Buying flowers



Is your choice of bouquet earning you a hefty brickbat between the ears from your loved ones? *Time Out* speaks to florist Jodie McGregor for some flowery advice

Are roses too cheesy to be romantic these days?

Not at all. Forget the dozen tall reds and get a big bouquet of old-fashioned garden roses. They are divine and very romantic. And remember to pen some well thought out words on the card if you want to get your lady really excited.

Carnations have a bad rep as a cheap option but I'm on a budget - what flowers would you recommend?

Your best bet here are lilies - some are colourful, some are fragrant but they all last really well (just remember to buy them in bud so you can watch them open and so they'll last longer for you). Other great choices are some of the Australian native flowers that live on for ages and are relatively inexpensive such as paper daisies, kangaroo paw and banksias.

I need to make a grand gesture. What blossoms will strike the right chord?

I find the bouquets that make an impact include something more unusual and are put together as a fresh sculptural piece. Think bromeliads, succulents, palm pods, branches, figs and pretty much anything a creative florist can get their hands on. Combining interesting elements with more common garden variety flowers results in some amazing pieces.

Are single stalks an acceptable purchase these days?

Rarely! But if it has to be a single flower, it has to be something pretty special such as a gorgeous cymbidium orchid stem or an amazing bromeliad. Ideally, it should be teamed with some nice tropical leaves to give some balance and be wrapped



beautifully to make it present really well.

Is it really true that white flowers are only fit for funerals?

Some people associate white flowers with funerals, some see white flowers as being all about weddings. Plenty more think of white flowers as being the height of style. And that's the beauty of flowers. It's less about the occasion and more about the person you're buying them for.

I'm treating myself but want something that will last more than a few days.

If it's about fragrance and longevity, I'd have to say oriental lilies. But there's something to be said for having beautiful gardenias, tuberose or David Austin roses for example which all smell divine.

Picking flowers for a wedding is tricky. Are you able to offer advice to blushing brides?

Brides are so much more informed about what they want today. We offer a consultation service where we look to try and work all the elements (venue, bride's likes, budget etc) together to come up with a floral theme that is just right for the day. While sculptural and interesting elements are still being chosen for wedding flowers there seems to be a real movement to a less structured, more natural, free flowing style.

Where do you get all your flower power?

At any one time we'll have flowers in the shop from Thailand, Mauritius, Africa, New Zealand and Singapore just to name a few. And then from everywhere in Australia; Western Australia to Tasmania and every other state as well. But there's plenty of beautiful flowers coming from the Sydney Basin and its outskirts and these are the growers who we really like to support.

123 Johnston Street, Annandale,
2038 (02 9566 1999), Shop 23/100
Edinburgh Road, Castlecrag, 2068
(02 9958 8666 www.jodie.com.au)



Critic's pick

Flower Factory
Specialising in occasion bouquets from new babies to funerals you can visit the store for your flowers or order online. These guys are also a dab hand at catering for big occasions should you be burdened with an event to organise.
166-74 Military Road,
Neutral Bay (02 9922 3277,
www.florist.com.au)

Flourish
New kids on the block Flourish have only been on the scene for three years but the younger bouquet 'designers' give flowers a fashionable twist. Choosing bright specimens and twisting them in flourishing rainbows, you can choose to have them presented in a seagrass bag, cherry wood box or stylish glass vase.
97 Pitt Street (02 9232 8900)

Jodie McGregor Flowers
See story (left)
123 Johnston Street, Annandale,

2038 (02 9566 1999), Shop 23/100 Edinburgh Road, Castlecrag, 2068 (02 9958 8666 www.jodie.com.au)

Pearsons Florist

In the game for over 40 years, owners Fred and Clare Pollak make decorating their shop with bouquets an art form. Pearsons take all budgets and occasions into account with the adage that "there's a bloom for everybody". They even run a floristry school too if you're tiring of the rat race and fancy a career change.
500 George Street (02 9550 7777 www.pearsonsfiorist.com.au)

Roses Only

The name doesn't do the range justice, as this florist has much more than roses to offer. Everything from gerberas to lilies come in their signature box that also contains Lindt choccies and a bottle of rose oil. Ideal for gift buyers. 201 Sussex Street (02 9264 6455 www.rosesonly.com.au)