



# Floral Gift Giving Ideas

for the Romantically Challenged

*Making the Right Impression*

# **Floral Gift Giving Ideas for the Romantically Challenged**

I bet no one hates flowers. Men and women love to give and receive floral gifts regardless of the situation or occasion. They give flowers as their way of saying “*Thank You*” or “*I’m Sorry*”, and many of those who have received flowers are grateful enough to know that someone in this busy world makes them feel special.

The concept of flower gift giving has been around for centuries. I bet men started giving women flowers ever since we learned and managed how to pick them with our fingers. Well, this trend came out for several good reasons, and much of these reasons have something to do with everything that flowers have to offer.

Flowers are in the first place beautiful. They come in all shapes, sizes and colors, and they grow from almost everywhere on earth, thus there are plenty of them out there. Aside from that, flowers convey different emotions and feelings, the reason that flowers are sent and offered not just as a form of gift, but as a way of conveying the human feelings.

However, sending flowers has never been so easy. Just like finding the right flowers to grow and give, there are a lot of things involved in the act that men and women should know about. If you have tried to purchase flowers from a professional florist, you may realize that they come very expensive. Well, this is also true with sending flower gifts. The act may cost you a number of bucks, but knowing how your recipient will react to your thoughtfulness is worth the risk.

So, are you thinking of sending floral gifts to your partners, parents, colleagues, or friends? Whoever you will be sending flowers to, the beauty of the petals itself will surely guarantee you that you'll have a very great day.

But, how to start sending flowers as gifts?

Well, there's no better way to start with it than to know first the basics of flowers and floral gift giving.

### **Floral Gift Giving Basics**

Floral gift giving emerged as a concept perfect for the romantically challenged. This applies for both men and women who wish to give and receive flowers as a sign of their affection and appreciation, and it is interesting to know that that the concept is becoming so popular with millions of people considering and doing the act for several good reasons. It was in fact revealed by a number of surveys that in today's trendy and romantic world, 92% of women has been found out to remember the last time they received flowers, and 97% of men and women recall the last time they gave a floral gift. With this percentage noted, it's no surprise that floral gift giving will continue to flourish and be appreciated with more and more people worldwide.

But what's with flowers basically that they are so loved by both sexes?

According to a myriad of surveys performed on men and women who gave and received flower gifts, giving and receiving a gift of flowers is unlike any other. It's an experience worthy to be remembered not only for the joy it provides, but for the fact that flowers create memories that will last for life and it even makes people feel cared about and special. As what the floral and interior designer Rebecca Cole once said, "*With a gift of flowers, you know that someone is thinking of you right now, **this very minute***".

Well, note that I have stressed *“this very minute”* for the reason that flowers has their own ephemeral nature that triggers people to appreciate the gift when they are fresh, vibrant and wonderful, just the time they are sent to you.

Here are some additional information about flowers and gift giving for you to know:

- Surveys have found out that 88% of men and women say that a gift of flowers changes their mood for the better, while 83% say receiving flower gifts makes them feel special. Aside from this, 83% say that they like to receive flowers unexpectedly; 89% believe that the giver is sophisticated; and 99% say that the giver is thoughtful.
- Men spend more on buying floral gifts.
- Women purchase a wider range of flowers and floral gifts at lower cost.

So that basically it. Now that you've learned some of the basics of floral gift giving, I bet it's now the right time for you to know about how to send flowers successfully. As mentioned earlier, sending flowers is not an easy task as there are a lot of things to know about. But knowing all these things is after all worth taking knowing that the end result would be as good as you have expected.

So if you are interested to know more about floral gift giving or how to give flowers successfully, I have mentioned below some helpful ideas for you to consider. Sit back, relax, and enjoy learning.

## **Knowing the Occasion and the Hottest Trends**

So far, the primary move to take when giving flowers is to know exactly the occasion and the popular trends on that certain occasion. As you may know, most people send flowers on usual occasions like birthdays, anniversaries, Christmas, Valentine's Day, and others. On each of these occasions, we can't escape the fact that certain themes and styles are set. So to fit your gift giving style into the situation, make sure that you know what's hot and what's not.

Perhaps the most important move to take here is to do a research about the different kinds of flowers available, including the style and arrangements possible. Yes, there are a lot of arrangements styles available when it comes to flower gift giving. Some of the most well-known styles are the following:

- ***Monobotanic*** – This style is by far the most common of the flower arrangements style available. What basically sets this notable is that monobotanic features only one type of flower set in style. It could be a set of roses, iris, tulips, or anything you want. But, you also have the chance to include different colors of the same flower in the vase.
- ***Monochromatic*** – When I say monochromatic, I am actually talking about setting a variety of flowers in one arrangement with the same color. So if you prefer this style, choose first a color that appeal to you most. Once you've found one, stick with it and ask your florist for a fresh bouquet of different flowers in the same color range.
- ***Combinations of Texture*** – There are some people who prefer a combination of different flowers with different texture and color. If you happen to be one of them, then the combination style can no doubt be the perfect option for you to consider. It is important to select though the

most beautiful and elegant flowers so to create a more beautiful arrangement. You can ask your florist for more ideas about this style.

You can also set your floral gifts according to personalities. Most people consider this by knowing first the recipient's preferences. They think about the receiver's favorite color, hobbies, flowers, and anything that may contribute a big part on the plan. Once they have identified everything about the person's preferences, they begin to consider which flower signatures really suit their needs.

Speaking of flower signatures, florists often mention five categories for the flower givers to choose from. These include the following:

- ***Natural*** – This category is said to be suitable for those who are casual, earthy and love the outdoors. So what will work best for this personality could be those with flowering, green plants, and woody accents.
- ***Romantic*** – Generous, spontaneous and extravagant people are ideal for this type. If you are romantic in your own way, then you can consider flowers with light fragrances and with soft colors. For added sense of romance, design the flower with lace or ribbon accents.
- ***Traditional*** – According to some claims, this style is perfect for those who prefer the classic style and are family oriented.
- ***Contemporary*** – For those who love vogue styles and who favor large vibrant flowers, the contemporary personality could be your best option. This is ideal especially for those who enjoy living in the moment, hence the name.
- ***Expressive*** – People who are more attracted to the unconventional are great candidates for this style. You can include exotic flowers and an

unusual combination of shape, color and texture with matching creativity for your loved one.

Note that the best way to identify the best style is to know first your own desires, as well as the preferences of your receiver. You can ask for some recommendations and advices from your florist.

Oops! You haven't found yet the right florist? If that is the case, then consider the following details:

### **Choosing the Right Florist**

Florists are available anywhere on earth nowadays. With their great number, it would be tricky for every flower giver to identify which of the available florists is the right choice. But don't worry. I have mentioned below some tips on finding the outstanding florists. So try to look on these attributes when searching for the right match.

- Look for a flower shop that offers a great level of service, design and style, as well as a combination of products to suit your needs.
- Choose the florist who is willing to know you more and your flower preferences. Note the one who usually remind you of upcoming special occasions.
- Consider the shop's level of service and the satisfaction guarantee it provides.
- Choose a florist that offers you advices and recommendations to match your preferences.
- Look for the artistry in the design, arrangement and presentation of the flowers.
- Look for the ones that offer a wide selection of flowers to choose from.

- Consider the level of product quality they provide.
- Choose a florist who belongs to professional groups and is committed on his or her chosen field.

You can start looking for your florist in your local area. But make sure that the florist you are considering is professional enough to handle everything you'll need.

### **Writing a Message**

Most people send flowers for a number of reasons. According to some recent surveys, those who send flowers for their loved ones do the act as their way of saying "*Thank You*", "*I'm Sorry*", "*Congratulations*", or anything they wanted to say to the other party. They prefer this style for added sincerity and it's nice to know that many of those who sent message along with flowers are lucky enough to please the receivers.

Now, if you want to send flowers as your way of thanking the other party, it would be great then to send your own words along the way. Just craft your message according to what you intend to say. For better results, ask your florist about the right words to use and your florist will be willing to do the right design for you. For instance, if you want to send flowers as your way of saying "*Thank You*", it would be best to ask your florist for an arrangement that will convey a casual feeling of saying "*Thank You*", but don't forget to add a personal touch on it. You can also add words that you find too hard to say in person.

Well, just do your best and let the florist do the rest.

## **You've Sent a Great Gift? Be Confident!**

So you've sent a great gift. Now, instead of worrying if your recipient will appreciate or love your gift, just think positively and have confidence. Note that flowers fit for everyone, and that means "not just for women". As what is mentioned earlier, 92% of women can remember the last time they received flowers, and 97% of both sexes can remember the last time they gave someone flowers. Many of those who received flowers gifts even say that the receivers are so thoughtful, so sweet and sophisticated people. So if you think you deserve this compliment, then be confident.

## **Other Important Tips**

### ***Tips for Men:***

- **Spontaneity is a Key** – There is one important thing that guys should note when thinking about sending flowers – flowers are not just good for special occasions. What I am trying to say here is that don't wait for a special occasion to give flowers. In fact, most women find it exciting when guys give them flowers unexpectedly.
- **Try Something Fresh** – Women, by nature, are interested in a wide variety of flowers and colors. So when sending flowers, consider an assortment and send fresh.
- **Be Ready** – When ordering flowers, be sure to give all the necessary information, including your recipient's name, address and phone number. And, if you find yourself clueless about what to order, ask for assistance.

- **Stay Positive** – When giving flowers, always think about this certain fact – *women love flowers*. So relax guys. Just think that women love flowers, just like the way you love cars.

### ***Tips for Women:***

- **Men Love Flowers** – Most women who think about sending flowers to their male partners often worry about how the man would react to receiving flowers. Well, contrary to what many people think, men do love flowers. It was found out by recent surveys that more than 60% of men surveyed said that they would like to receive flowers on Valentines Day. This may seem shocking though, but if you think about the reason of this incidence which is “men like to receive flowers for the same reason that they send them”, then you might appreciate and recognize it.
- **Flowers Make Men Special** – Just like women, men who received flowers feel cared about and special. However, unlike the usual event, it requires a bit more skill when sending flowers to men. It is found out that men prefer vivid hues such as orange, gold, red, purple, and bright yellow when it comes to flowers. So avoid pastel colors or designs that are too feminine.
- **Go for Something Exotic** – According to recent surveys, most men prefer exotic and contemporary arrangements of flowers. Also, they prefer linear or natural styles, and flowers designed with an image or accent of their favorite hobbies are much appreciated. So think about their hobbies and incorporate it into the design of your flower gift.
- **There is an increasing trend of men buying flowers** – Several surveys have revealed that more and more men are now buying flowers for

their own homes and offices. So if you think that men will never love to receive flowers, then it's now time for you to change such perception.

So granted, men and women love to give and receive flowers not just on special occasions, but spontaneously. But if you want to put or add some personal touch into your gifts, then make it appear like special and priceless. Consider how the gift is presented, as well as its quality and freshness for that's what matters most. If you think you can't handle it the perfect way, then always try to ask for professional's help.

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