

Florists make international arrangements



BY EMILY ADAMS KEPLINGER

Florists Greg Campbell, Kim Jameson and Erick New recently had the job of a lifetime.

Campbell and New are partners in Garden District, and Jameson owns Gestures Inc.

They have been friendly competitors for years, sharing resources, helping each other with big jobs and combining their orders of flowers from Holland.

Last fall, Campbell called Jameson with an unusual request – would she go to England to help with a wedding?

Turned out a Memphian was getting married this spring in the same quaint abbey where her parents had married years ago.

The trio flew into Amsterdam to select the wedding flowers from the largest flower market in the world, the Aalsmeer Market.

The brides color scheme of peach and orange materialized in the verdant forms of

Floral designers Kim Jameson and Greg Campbell, along with Erick New (not pictured), flew from Memphis to Amsterdam to personally select flowers for a client's wedding in England.

ranunculuses, orchids, parrot tulips and primroses accented with lily of the valley, viburnum and maidenhair ferns.

Campbell's buyer in Aalsmeer served as a personal escort to transport the flowers overnight on a ferry across the English Channel while the trio flew on to London.

Once in England, the group discovered the harrowing delight of driving "on the wrong side of the road" with the dubious assistance of dual navigators.

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But the crew and the flowers arrived safely and the designers buckled down to the task of assembling centerpieces and flowers for a wedding and a large-scale reception.

The group stayed in a rented flat and worked out of the kitchen, or at least that was their original plan. Before long the entire flat had turned into an indoor flower garden, with centerpieces marching across the living room floor and bouquets perching in every conceivable container, including a coffee maker carafe.

As expected, in the final preparations it took a trio to manage the job – one to personally courier the flowers on foot, while the other two put the final touches on each arrangement.

By the time the nuptials were ready to be performed, flowers cascaded across several mantels, filled a plethora of vases, completed a large entry centerpiece and trimmed the staircase of the English manor where the reception was to be held.

As thrilling as the job was, it did pose several challenges.

According to Jameson, "The most difficult aspects included working out of a temporary workspace without having your usual resources close at hand, and the actual transportation of the flowers."



A variety of flowers were prepared for the wedding in England.



Floral designers (from left) Erick New, Kim Jameson and Greg Campbell recently had the job of a lifetime – a wedding in England that required travel abroad.

She said navigating unfamiliar routes, often on unexpected one-way streets, turned out to be as much of a nail-biting experience as driving on the left side of the road.

But chills and spills aside, the experience was thrilling in a positive way, too.

Jameson said it was a professional opportunity of a lifetime and significant experience in terms of strengthening the bonds of professional creativity and friendship among the three florists.