

FLORAL DESIGN

Floral Designers design, cut, and arrange live, dried, or artificial flowers and foliage.

DUTIES

A person in this career:

- Confers with clients regarding price and type of arrangement desired and the date, time, and place of delivery.
- Selects flora and foliage for arrangements, working with numerous combinations to synthesize and develop new creations.
- Orders and purchases flowers and supplies from wholesalers and growers.
- Delivers arrangements to customers, or oversees employees responsible for deliveries.
- Plans arrangement according to client's requirements, utilizing knowledge of design and properties of materials, or select appropriate standard design pattern.
- Waters plants, and cuts, conditions, and cleans flowers and foliage for storage.
- Trims material and arranges bouquets, wreaths, terrariums, and other items using trimmers, shapers, wire, pins, floral tape, foam, and other materials.
- Wraps and prices completed arrangements.
- Performs office and retail service duties such as keeping financial records, serving customers, answering telephones, selling giftware items and receiving payment.
- Unpacks stock as it comes into the shop.

Florists are artists who work with flowers and plants. They create beautiful arrangements for the special events that shape our lives. These events include:

- weddings
- Valentine's Day
- anniversaries
- Mother's Day
- birthdays
- funerals

Florists need to know how to care for different kinds of plants. They water, fertilize, and cut plants and flowers. They must store live plants properly so they remain fresh. Florists also work with dried and artificial flowers. They need to be careful because dried flowers are delicate.

Florists are creative experts. They must have a good sense of color and design. They make bouquets, centerpieces, wall hangings, wreaths, and corsages. Customers usually want unique and attractive arrangements when they make an order.



SALARY INFORMATION

Location	2018				
	10%	25%	Median	75%	90%
California	\$25,110	\$27,710	\$32,580	\$38,390	\$50,140

*Pay period based on yearly amount.

EMPLOYMENT OUTLOOK

390

estimated annual job openings

Decreasing growth rate estimated to be -2%

Customers often give florists instructions. For example, some may request certain colors and flowers for their order. Others may set a limit on the price range. Florists also deliver plants and flowers according to customers' instructions. They make sure to deliver arrangements on time and to the right place.

Florists take care of business records and order plants and supplies. Other duties include using the till and cleaning the store on a regular basis. Florists may teach customers how to care for flowers and other plants.

Florists often own their own flower shops. They may hire floral designers as assistants.

RELATED OCCUPATIONS

- First-Line Supervisors of Retail Sales Workers ☀️
- Retail Salespersons ☀️
- Nursery and Greenhouse Managers
- Nursery Workers