

Evergreen Edge: An Extension Guide for Christmas Holiday
Arrangement Planning, Marketing, and Production

Design No. 8: Christmas Present



MISSISSIPPI STATE UNIVERSITY™
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THE EVERGREEN EDGE SERIES

Planning holiday lines during the summer is a smart business strategy for florists, farmer-florists, and floral designers. Because business activity often slows during the summer months, florists and retailers can use this time to design, test, and prepare holiday products before the busy fall and winter sales season begins.

This publication is one in a series to help floral professionals plan, market, and sell profitable floral designs for the holiday season. Each publication includes product images, design components, step-by-step construction guidance, and retail pricing considerations to support efficient holiday production and sales.

For additional holiday design ideas and inspiration, search "Evergreen Edge" at extension.msstate.edu/publications. Feel free to copy the images from this publication to use in your marketing efforts, including websites, social media, and print materials.

DESIGN NO. 8: CHRISTMAS PRESENT OF FLOWERS

This publication demonstrates a holiday arrangement with the appearance of a wrapped Christmas gift. The arrangement features a clear glass cube paired with premium white florals, evergreen foliage, and red berry accents suitable for winter and holiday markets.

The design approach emphasizes:

- ▶ Stems in water mechanics for sustainable design
- ▶ High visual appeal with bright red, white, and green colors
- ▶ Strong retail pricing flexibility
- ▶ A novel approach to holiday floral design

Consider adding this design to your holiday floral marketing mix. It is appropriate for corporate gift-giving, luxury event celebrations, and festive table settings. Create variations based on product inventory to suit customers' needs.

DESIGN INSTRUCTIONS



Materials

- 1 glass cube vase, 4 inches square
- 1 roll #5 red plaid ribbon
- 2 stems spray roses, white (*Rosa* sp.)
- 3 stems red hypericum (*Hypericum androsaemum*)
- 2 stems short-needle pine (*Pinus clausa*)
- 2 stems Gunni eucalyptus (*Eucalyptus parvifolia* 'Gunni')
- 2 stems cedar arborvitae (*Thuja orientalis*)



Wind a ribbon around the entire cube vase and tie it in a knot. Repeat the process with a second length of ribbon. Create a bow with about four loops of ribbon, and use the ends from the first ties to secure it in place. The prepared container should resemble a gift package with a bow atop.



Add fresh flower food solution to the container, then arrange cut foliage first, followed by spray roses and hypericum berries. Touch up the design with a few sprigs of eucalyptus.

Check the design from all angles to ensure proper form and symmetry. Mist the design with a finishing spray.

PRODUCTION AND RETAIL NOTES

- ▶ Compact **cube container** enables fast, repeatable production.
- ▶ Evergreen base creates **fullness** while reducing flower cost.
- ▶ Red, green, and white **palette** suits holiday demand.
- ▶ Colorful plaid ribbon wrap increases **perceived value** and gift appeal.
- ▶ Pricing can **scale** by adjusting flowers, ribbon, or container.

RETAIL MARKUP FORMULAS

Florists use a variety of methods to assign retail prices based on overhead, materials, and labor costs. In this example, we present three formulas to consider in the retail pricing of this design.

Total cost of goods sold (COGS) = \$25

Be sure to compare to your COGS for accuracy.

Option A. 3:1 Markup

- ▶ Formula: Retail = $R \times 3$
- ▶ Calculation: $\$25 \times 3 = \text{\$75}$
- ▶ Use with:
 - High production volume
 - Competitive holiday pricing
 - Short selling window

Option B. 4:1 Markup

- ▶ Formula: Retail = $R \times 4$
- ▶ Calculation: $\$25 \times 4 = \text{\$100}$
- ▶ Use when:
 - Skilled labor and design expertise are emphasized
 - Moderate customization and consulting are needed
 - Comparing to many independent retail florist settings

Option C. 5:1 Markup

- ▶ Formula: Retail = $R \times 5$
- ▶ Calculation: $\$25 \times 5 = \text{\$125}$
- ▶ Use when:
 - There is limited availability/when materials are out of season
 - Logistical challenges limit delivery access
 - Expectations require careful management
 - A luxury market is emphasized

MARKETING

Give this design a catchy name! Here are a few suggestions.

- ▶ Plaid Tidings Arrangement
- ▶ Evergreen Elegance Centerpiece
- ▶ Yuletide Rose Keepsake
- ▶ Winterberry and Pine Cube

SUMMARY

This compact holiday centerpiece features white roses, red berries, fresh evergreens, and eucalyptus arranged in a glass cube accented with plaid ribbon. Designed for efficient production and strong retail appeal, the arrangement offers long vase life, seasonal color harmony, and versatile use as a gift item, table centerpiece, or holiday decor accent.

This design is appropriate for

- ▶ Retail holiday collections
- ▶ Corporate gifts
- ▶ Event centerpieces
- ▶ Extension demonstrations and professional training

E-COMMERCE PRODUCT LISTING (SEO-OPTIMIZED)

Use some or all of this text to describe this design on your website.

Celebrate the season with this elegant Christmas floral centerpiece featuring white roses, winter evergreens, red berries, and fresh eucalyptus in a clear glass cube wrapped with festive plaid ribbon. This long-lasting holiday arrangement is perfect for table decor, hostess gifts, office delivery, or seasonal home decorating. Handcrafted by a professional florist.

Crafted with sustainable design techniques, this arrangement provides:

- ▶ **Long-lasting freshness** through water-based, foam-free mechanics
- ▶ **High visual impact** using bright plaid ribbon and massed flowers and evergreens
- ▶ **Chic, contemporary styling** with white blooms and natural accents
- ▶ **A unique, handcrafted design** exclusive to our shop

Perfect for:

Holiday centerpieces • Christmas parties •
Corporate gifts • Seasonal home decor • Winter
weddings and events

LEARN WITH EXTENSION: MSU EXTENSION PROFESSIONAL FLORIST PROGRAM

The Mississippi State University Extension Service presents Professional Florist, a nationally recognized, non-credit certificate program that supports skill development, business competency, and professional growth within the floral industry.

Professional Florist provides applied training in retail floristry, emphasizing core design principles, flower and foliage care, basic mechanics, pricing fundamentals, and customer-focused production practices. The program offers four certificate options: Professional Floral Designer, Wedding Floral Design, Manager, and Entrepreneur. It is well suited for new florists, career changers, and Extension audiences seeking practical, market-ready skills aligned with commercial floral operations. Learn more at <https://msuext.ms/professionalfloirist>.

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