

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

Design No. 7: Holiday Hand-tied Nosegay



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

THE EVERGREEN EDGE SERIES

Planning Christmas product marketing during the summer is a smart strategy. 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 seasons begin.

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 contents, and step-by-step instructions on how to create and profitably price the floral designs.

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. 7: A HOLIDAY HAND-TIED NOSEGAY

This publication demonstrates a petite Christmastime arrangement made as a hand-tied bouquet. The design features a glass cube-shaped container. Using just a few stems of foliage and flowers, the arrangement has great sales appeal due to its colors and size.

The design approach emphasizes:

- ▶ Minimal mechanics for sustainable design
- ▶ Small, but impactful with masses of holiday blooms
- ▶ Fragrant, fresh evergreens
- ▶ Retail pricing flexibility

Arrangements such as these can be staples in the holiday floral marketing mix. Suggest this design as a lower price point arrangement for business gifts, cocktail tables, or table centerpieces.

DESIGN INSTRUCTIONS



Materials

- | | |
|---------|---|
| 1 | glass cube vase, 4-inch square |
| 1 roll | leaf print ribbon |
| 1 roll | binding wire or raffia |
| 3 stems | assorted evergreens |
| 2 stems | green button chrysanthemums (<i>Chrysanthemum morifolium</i> 'Kermit') |
| 2 stems | red hypericum (<i>Hypericum androsaemum</i>) |
| 3 stems | red carnations (<i>Dianthus caryophyllus</i>) |
| To fill | flower food solution |

MECHANICS



Printed polypropylene ribbon such as the variegated aspidistra (*Aspidistra elation*) print used in this design is available from floral suppliers. It is also possible to line the container with a fresh aspidistra leaf. Fill the container $\frac{2}{3}$ full of fresh flower food solution.

COMPLETED DESIGN



This arrangement is made using the spiral hand-tying technique. Remember to distribute the materials evenly so the design can be used in the center of a table.

Professional Tip: Make up these nosegay arrangements toward the end of the workday using odds and ends of evergreens and short-stemmed flowers.

PRODUCTION AND RETAIL NOTES

- ▶ This design appeals to customers seeking a petite arrangement.
- ▶ It can be **mass-produced** and refrigerated up to one week prior to delivery.
- ▶ **Hand-tying** the design keeps the stems in place and in water.
- ▶ **Long-lasting**, colorful flowers provide customer appeal.
- ▶ **Substitute** miniature carnations or artificial berries, if needed.
- ▶ Sell **multiples** of this design to dress up a long table or a fireplace mantel.

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) = \$15

Be sure to compare to your COGS for accuracy.

Option A. 3:1 Markup

- ▶ Formula: Retail = $R \times 3$
- ▶ Calculation: $\$15 \times 3 = \text{\$45}$
- ▶ Use with:
 - High production volume
 - Competitive holiday pricing
 - Short selling window

Option B. 4:1 Markup

- ▶ Formula: Retail = $R \times 4$
- ▶ Calculation: $\$15 \times 4 = \text{\$60}$
- ▶ 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: $\$15 \times 5 = \text{\$75}$
- ▶ Use when:
 - There is limited availability/ 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.

- ▶ Holiday Berry Burst
- ▶ Merry and Bright Cube
- ▶ Festive Berry Glow
- ▶ Yuletide Pop

SUMMARY

This compact cube arrangement features a mass-flower design using carnations, button chrysanthemums, and hypericum berries supported by evergreen foliage.

Foam-free, water-based mechanics promote flower hydration and longevity. The design emphasizes balanced color contrast, dense floral placement, and textural variation, creating **strong visual impact** while maintaining efficient production suitable for retail holiday sales.

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 this text to describe this design on your website.

- ▶ Celebrate the holidays with this festive cube arrangement featuring red carnations, green button chrysanthemums, bright hypericum berries, and fresh evergreen foliage. Designed in a modern glass cube with a decorative leaf wrap, this compact centerpiece adds classic Christmas color, seasonal fragrance, and long-lasting beauty to holiday tables, offices, and hostess gifts.
- ▶ Crafted with sustainable design techniques, this arrangement provides:
 - **Extended freshness** through water-based, foam-free mechanics
 - **High visual impact** using lush, massed florals and textured evergreens
 - **Contemporary holiday aesthetic** with traditional red and green flowers
 - **Artisan-crafted arrangement** 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/professionalflorist>.



The information given here is for educational purposes only. References to commercial products, trade names, or suppliers are made with the understanding that no endorsement is implied and that no discrimination against other products or suppliers is intended.

Publication 4206 (POD-07-26)

By **James M. DelPrince**, PhD, Associate Professor and Horticulture Specialist, Coastal Research and Extension Center; **Julie Campbell**, PhD, Assistant Professor, University of Georgia; **Cole Etheredge**, PhD, Associate Professor, Plant and Soil Sciences; **Tricia Knight**, PhD, Research Professor, Coastal Research and Extension Center, and Director, Coastal Horticulture Research; **Wanda Norton**, Extension Program Assistant, Coastal Research and Extension Center; **Alyssa Palmer**, Instructor I, Plant and Soil Sciences; **Irina Sheshukova**, Instructor/Extension Floral Design Specialist, Kansas State University Extension; and **Karen Stauderman**, Commercial Horticulture Extension Agent III, University of Florida/IFAS Extension Volusia County.

Copyright 2026 by Mississippi State University. All rights reserved. This publication may be copied and distributed without alteration for nonprofit educational purposes provided that credit is given to the Mississippi State University Extension Service.

Produced by Agricultural Communications.

Mississippi State University is an equal opportunity institution. Discrimination is prohibited in university employment, programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, genetic information, status as a U.S. veteran, or any other status to the extent protected by applicable law. Questions about equal opportunity programs or compliance should be directed to the Office of Civil Rights Compliance, 231 Famous Maroon Band Street, P.O. 6044, Mississippi State, MS 39762.

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. ANGUS L. CATCHOT JR., Director