









Statue Couture

Model dressed as Italian Sculptures
They will sit atop pedestals
Designed with fabric and florals
Highlighting -Bowl of Cream Peonies
(owlett farms)











SLOW FLOWERS

Journal

AMERICAN FLOWERS WEEK | SUMMER 2023



BOTANICAL COUTURE



BOTANICAL COUTURE 2023

DESIGN BY JENNIFER REED

PHOTOGRAPHY BY HALEY RICHTER

THE ROMANCE OF PEONIES

A LONG-FORGOTTEN HISTORIC GARDEN IGNITED

Jennifer Reed's imagination for her contribution to this year's American Flowers Week collection. Owner of Jennifer Designs, based in Mullica Hill, New Jersey, the floral artist told how the Crowninshield Garden at Hagley Museum in Wilmington, Delaware, inspired her. "I envisioned a sculptural and statuesque botanical couture design to emulate the feel of the 1920s neoclassical garden," she explained. "I drew from the story of this garden's original owner, Louise Evelina Dupont Crowninshield, an American heiress, historic preservationist, and philanthropist. Louisa was influenced by her travels to Rome, and she established her garden with replicas of the architectural features she saw there."

DESIGN + CONCEPT: Jennifer Reed, Jennifer Designs Events, jenniferdesignsevents.com; [@jenniferdesignsevents](https://www.instagram.com/jenniferdesignsevents)

FLOWER SOURCES: Owllet Farms, Pilesgrove, New Jersey, [@owlletfarms](https://www.instagram.com/owlletfarms); CamFlor Inc., Watsonville, California, [@camfloring](https://www.instagram.com/camfloring); Muth Family Farm, Williamstown, New Jersey, [@muthfamilyfarm](https://www.instagram.com/muthfamilyfarm) **MODEL:** Brooke G. [@brookeitlist](https://www.instagram.com/brookeitlist)

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