

COMPLIMENTARY

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Clary Hazelgrove

THE POWER OF COLOR

by Dawn Kelly

One of the things we are known for at Soiree Floral is developing inventive color palettes. Our designs are a feast for the eyes in color, form, and texture. Here are a few examples of what we think are popular color combinations for the upcoming year:

Blue is big again this year, and here on the island, blue is a mainstay. Brides are broadening the color palette with choices of turquoise instead of the more traditional hydrangea blue. Great color pairings with turquoise are a clementine orange and pear green. A crisp, refreshing color palette that looks great for a tented wedding.

If you are a little timid in the color department and still want that bolder turquoise color that is oh-so-popular in



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Claudia Kronenberg Photography



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bridesmaid's gowns, pair the turquoise with apple green and white to tone down the overall effect while still having a unique look.

Nothing says wedding like the pairing of whites/ivories/green. From the bouquets the bridal party carries to the pewmarkers lining the aisle in the church. From the centerpieces and individual blooms at each place setting, white makes any bride feel like queen for a day. Be careful not to overdo white flowers and linens in a tented reception. You run the risk of having a washed out look that does not translate well in photographs.

Yellow is also making a strong statement this year, in a more subdued way. Traditionally, people think of blue and yellow as the marrying color scheme for what can be a harsh color. However, when paired with the right complementary colors, this is a refreshing new color palette. Think more along the lines of buttery yellow, sage green and ivory accents. This look translates to tablescapes in a very formal and structured way, yet also lends itself to a more relaxed, casual look with the proper selection of blooms.

Last but not least, PINK. Brides definitely have opinions about this color. The girly-girl bride who loves all things pink (think Elle Woods) likes the soft, romantic look that the blush, bubblegum and carnation pinks evoke. Other brides opt for the stronger raspberry and watermelon pinks (which look great paired with sherbet oranges and chartreuse greens) for a more fashion forward, bold statement that defines their fashionista side.

Whatever your wedding color palette is, remember that color evokes emotion.

And there is not a more powerful emotion than the feeling of love.

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