

Achieving success at Vasette

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Flowers Vasette was established in 1989 in Brunswick Street, Fitzroy, and has long been recognised as a Melbourne retail icon. The boutique business caters for everything from selling a single stem in our retail store right through to large-scale weddings and events.

Our merchandising and floral artistry have earned us a reputation for aesthetic distinction. Inside the store, a large team of florists create designs that challenge traditional floristry, whilst maintaining a respect for top quality workmanship. Our florists have trained in Australia and internationally with some of the world's leading florists. We have approximately forty staff, which varies depending on the time of the year.

Twenty-five years of success

Owner Cherrie Miriklis started out selling flowers in her father's fruit shop on Brunswick Street. When her mother realised Cherrie was selling more flowers than they were fruit, she suggested Cherrie start up her own flower shop next door. Twenty-five years and one hundred seasons later, and the business is still going strong!

Cherrie's acute sense of popular appeal has led to her being recognised as one of Australia's leading trendsetters in the floral industry. Cherrie's expertise, infectious enthusiasm, extensive

knowledge and talented team provide Flowers Vasette with an important edge that has situated us amongst Australia's best within the industry.

Elaborate installations

Flowers Vasette has developed a reputation for its work at the Melbourne International Flower & Garden Show (MIFGS), which led to a Gold Medal win in 2014. This coincided with our 25th anniversary celebrations, for which we held a street party to thank everyone for their love and support. It was lots of fun and brought out a wonderful sense of community spirit.

Last year at MIFGS, we couldn't have achieved our goals without our good friends at The Orchid Man, who helped us with the masses of amazing orchids that made the display so special. This year at MIFGS 2015, we joined forces with Fleur to create the 'Colour Your World' display in the Great Hall. Over the years, one thing that we've learned when participating in event and display floristry is that collaboration is an important aspect of success. We are also collaborating with international florist Jeff Leatham on various projects, which is inspiring and exciting.

While the floral installations have become one of our hallmarks, it's the breadth of styles of floristry work that are a unique feature



of the business. We are not limited to only one look and we have the resources and expertise to create absolutely anything. In fact, we love the challenge!

Sources of inspiration

Nature is definitely a continual source of inspiration for the team at Flowers Vasette. Our property, 'Beechmont' in Olinda has ten acres of established garden with hundreds of varieties of flowers that we pick from and use in the shop. Many of these are rare varieties which excite and inspire our floristry team.

Instagram and Pinterest have changed the way we source ideas, helping us to access what's happening globally, and travel is encouraged at Vasette. We love it when someone from the team returns full of inspiration from somewhere fabulous!

Networking and sharing with others in the industry is also essential; we all have something to learn and to offer. After 25 years in the industry, we think it's important to share the knowledge we've gained and pass it on to others who are also passionate. It can only help the industry as a whole. We love working with other like-minded florists and growers; it's a great way for us to learn about other possibilities.

Flowers Victoria and the Nursery Garden Industry Victoria are important industry associations that provide support and information. We also learn from Fusion magazine, as well as all the conversations that take place at 4 a.m. at the flower market!

Marketing and trends

We have never really actively marketed Flowers Vasette; however, with the introduction of social media, Instagram has become a really important platform for us to communicate the who, what and why of what we do. Word-of-mouth and letting our work speak for itself has gotten us a long way.

We continue to focus on using and promoting seasonal products wherever we can. Discerning consumers do like to buy local and to know some background on where and how their flowers are grown and sourced.

There is a trend at the moment for 'all green' arrangements, which will continue to gain momentum as consumers no longer see foliage as just filler, but respect it as just as important as the



flowers themselves. Australian native flowers are also beginning to have their moment, which is long overdue as they are so unique and special. A growing challenge is meeting the budget expectations of clients who want to recreate the overseas extravaganzas they see on Pinterest!

There is nothing better than exceeding a client's expectations for their event. Contributing something meaningful and beautiful for the highly emotional occasions and events in people's lives is truly rewarding. 🌿

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