

# Flowers and Personalities



Today's consumers are desperately seeking individuality, not only for themselves, but also in their gift giving selections. Fortunately, flowers make it easy and convenient to create custom tailored gifts. At Eden Florist & Gift Baskets, we can help you design something special, unique floral arrangements to suite any personality type, whether that type be artistic, dramatic, outdoorsy, romantic, or traditional.

## Artistic

If they're creative, unconventional and take pleasure in the arts, museums, and travel; they're an artistic personality. The artistic personality type is intrigued by exotic flowers and unusual combinations of shape, color and texture.



## Dramatic

The dramatic type is outgoing, trend setting and a seeker of the unusual. They like floral arrangements created to attract attention with bold colors, a strong linear design and a sleek contemporary container.



## Natural

If they're casual, "down-to-earth", love to spend the day outside or be challenged by a new sport, they have a natural (outdoorsy) personality. The natural type delights in flowering shrubs, green plants, meadow flowers and natural accents such as wood or moss.



## Romantic

If they're dreamers, possess a generous heart, display a spontaneous spirit, a touch of extravagance, enjoy reading by the fire and watching old films or the opera, they have a romantic personality. Romantics are drawn to bouquets of soft colors and light fragrances with special accents such as lace and/or ribbon.

## Traditional

If they're conservative, family oriented, prefer classic styles and make their lives around their homes and family, they're a traditional personality. Traditionalists appreciate lush arrangements with a great variety of flowers.

