

# Why Silks?

Your wedding day is a culmination of years of dreaming. Besides Prince Charming, there's the dress, the cake, and the flowers, all of which can add up to some lofty price tags. In a fluctuating economy, brides are finding a variety of creative options in an effort to minimize expenses without sacrificing style. In fact, couples are finding these alternatives a fun way to personalize their weddings.

One of these alternatives is silk florals. But, why silks?

**The look and feel of current silk flower fashions surprises the most skeptical beholder.** New trends in silks incorporate fabric, paper, and rubberized materials with grainy and fuzzy textures that are amazingly touchable. Colors and shading have become more realistic, and stems, leaves and thorns are lifelike. Varying bud sizes and stages enhance the illusion that each flower is as unique as nature could have offered.

**Silk blossoms are not bound by time.** Any silk flower can be purchased at any time of the year in any climate. Arrangements can be finalized in advance, and bouquets will remain fresh throughout the ceremony, photographs, reception, and for a lifetime without the hassle of preservation or the vulnerability of storage. The use of silks is a fantastic way to ease some of the stress of planning a wedding.

**Brides receive more "bloom" for their buck!** Quality silk stems can be obtained at a lower cost, because availability is not dependent on a good crop, geographical region, or the right season. A silk bouquet can have the luxurious beauty associated with fresh flowers for a fraction of the cost.

Why silks? Well, Why not! Let people wonder.

