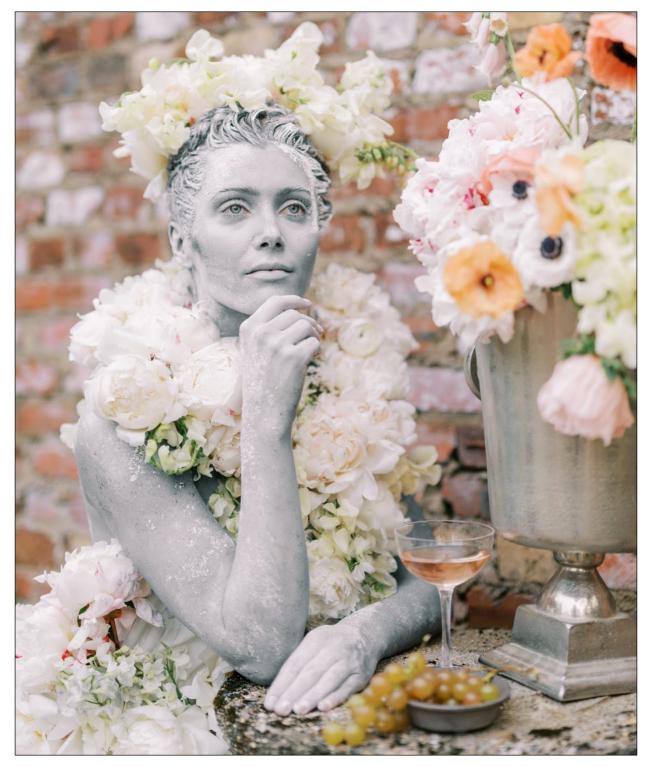
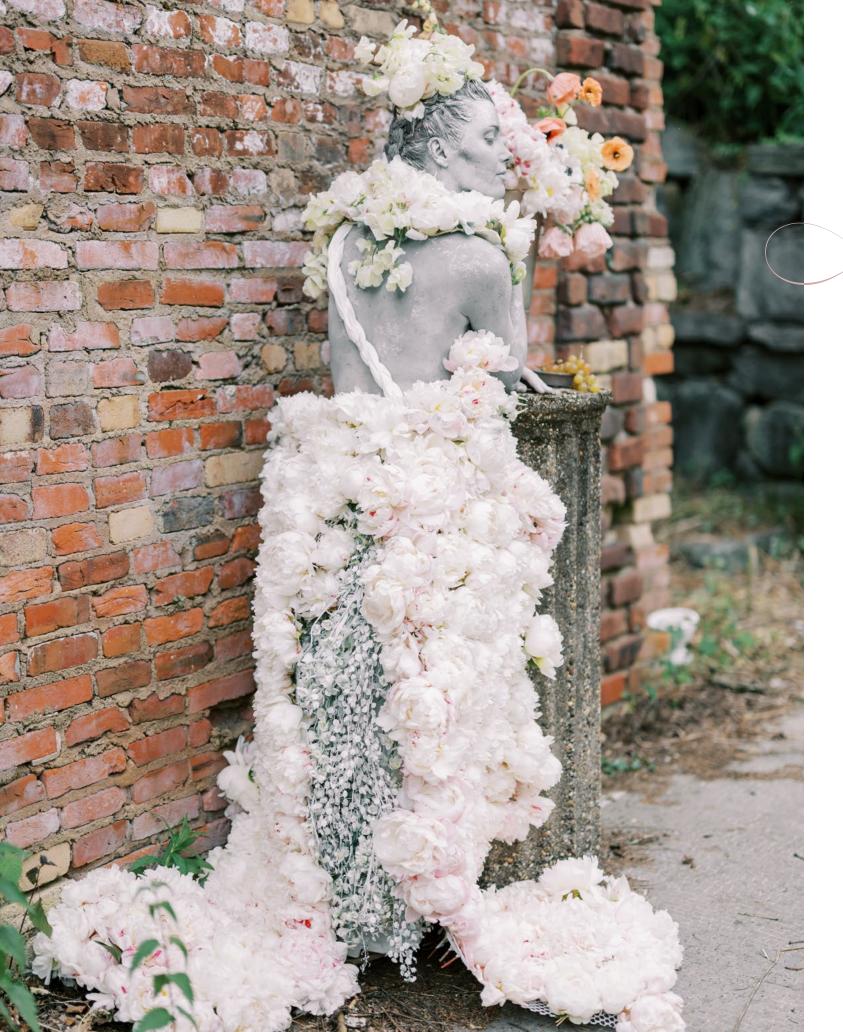
SLOW FLOWERS

AMERICAN FLOWERS WEEK | SUMMER 2023



BOTANICAL COUTURE



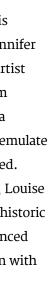
BOTANICAL COUTURE 2023

DESIGN BY JENNIFER REED PHOTOGRAPHY BY HALEY RICHTER



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 FLOWER SOURCES: Owlet Farms, Pilesgrove, New Jersey, @owletfarms; CamFlor Inc., Watsonville, California, @camflorinc; Muth Family Farm, Williamstown, New Jersey, @muthfamilyfarm MODEL: BrookeG. @brookeitlist PHOTOGRAPHY: Haley Richter, Haley Richter Photo, @haleyrichterphoto HAIR + MAKEUP: Jessica Saint Beauty @jessicasaintbeauty and Toni Burke @toniburke muah VENUE: Hagley Museum, Wilmington, Delaware, @hagleymuseum TABLE STYLING: Shannon Wellington @shannonwellingtonweddings DESIGN ASSISTANCE: Jennifer Bender @thisholidayhouse











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> Created as an intentional "ruin," the garden includes cascading layers of Italianate pools, columns, statuary, and colonnades, built in the early 20th century, but crafted to appear weathered by time. Through local horticulture contacts, Jennifer received permission to photograph her botanical look in the gardens, even though they are still being restored and not open to the public. "I thought this was the perfect location for my wearable floral creation, worn by a model who looked like an ancient sculpture dressed in all-white florals," she said. "We painted her hair and body to match the white flowers, creating the illusion of a statue."

Using 330 stems of 'Bowl of Cream' and 'Gardenia' peonies and 40 stems of sweet peas, all grown by Owlet Farms of Pilesgrove, New Jersey, Jennifer fashioned her garment to emulate the fluid drape of a silk gown.

> Other ingredients included peppercress, larkspur, snapdragons, delphiniums, dusty miller, and ornamental wheat, all of which added textural details to the monochromatic white palette.

Due to the garden's hills and multiple levels, this floral look had to be more than pretty. "I've learned that if you want a model to walk in a floral garment, it needs to be comfortable," she added. "This dress is actually made with four different panels, and each is attached to a belt at the waist. When we moved locations, there were four of us who walked with





THE CROWNINSHIELD

MUSEUM AND LIBRARY

The Garden is named for

its designers: Louise du

Pont Crowninshield and her

husband, Francis ("Frank") Boardman Crowninshield The Crowninshields were the

last residents of the Dupont

family home at Eleutherian

The Crowninshields began designing the garden in the

1920s, after Louise's father,

Henry Algernon du Pont,

bought Eleutherian Mills (the area encompassing the

historic home and garden) from the Dupont Company

they attempted to recreate

in 1923. In their garden,

replicas of architectural features they had seen

on their travels in Rome.

by time.

It was intentionally designed to appear aged and worn

The Crowninshield Garden is unique among American garden landscapes. In its current form, it is a maintained ruin of a 1920s ruin garden, built on top of the industrial ruins of a 19th century gun powder factory. It is a ruin within a ruin with a ruin.

Mills-part of Hagley

Museum since 1958.

GARDEN AT HAGLEY

WEBSITE

Jennifer made a separate peony-and-sweet-pea shawl to wrap around the shoulders, and also attached peonies and sweet peas to a metal headband for the model's crown.

Jennifer and photographer Haley Richter posed their peonygarbed model in many places throughout the extensive garden landscape to reflect its unique architectural vignettes and destinations. Their visual story honors the alluring garden's original owner, an heiress to the Dupont fortune. Shannon Wellington brought the faux ruins to life, creating a table laden with flowers, candles, and platters of food. "She styled it in the spirit of a roaring twenties party that might have originally taken place here," Jennifer said.

floral artist.

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Brooke, our model, by holding onto the panels."

Sections of lightweight plastic mesh form each of the skirt sections, "flowered" by Jennifer and a design assistant. They inserted hundreds of peonies into small openings in the mesh material, taping individual stems in place on the back side of the skirt panels. Larkspur covers a contrasting section in the skirt, creating the look of lace, while a braided cord crosses the model's bare back adding feminine detailing.

These images, photographed at an iconic American garden, narrate the best of American Flowers Week. The story is told via a classical garment that celebrates quintessential American-grown peonies, designed and made by a gifted