

FLORISTS · PHOTO GUIDE

Take better flower photos on your phone

Six habits that make an arrangement look as fresh online as it does on the counter.



Six habits, **one minute** each.

01

Shoot against a plain wall

A white, grey or soft coloured wall lets the colours of the flowers stand out. Move buckets, wrapping rolls and loose stems out of frame.

02

Use soft daylight

Shoot near a window, out of direct sun, with the flash off. Harsh sun bleaches petals and soft light keeps whites white and reds rich.

03

Show the scale

Have a hand hold the bouquet, or photograph it on a table or in someone's arms. People want to know how big it really is.

04

Mist the petals

A light spray of water just before the photo makes the flowers look fresh. Do not soak them, a few drops is enough.

05

Get close to the stems

Take one close up of a single bloom or the texture of a mix. It shows the quality of the flowers you buy.

06

Shoot it right away

Take the photo as soon as the arrangement is finished, before petals open further or drop. Turn the best side to the camera.

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