

a day of...

BOUQUET FRENZIES

To most people, Valentine's Day represents a romantic holiday for sweethearts to declare their love for one another.

For one group of people, however, it means a hectic day of phone calls, deliveries and crowds of last-minute shoppers. Yes, for florists, Valentine's Day is the largest floral holiday of the year.

This Valentine's Day will be especially crazy for Laura Lewis — it's her first year managing Dandelions Flower Shop, 607 East 13th Ave. She can attest from past experience as a salesperson that it takes a lot of work to prepare the shop for the big day.

Dandelions prepares a month in advance for the boom in business on Valentine's Day. This requires ordering extra flowers, including 5,000 roses between the two Dandelions shops. Extra staff is also hired on during the week to help reduce the chaos.

Lewis usually runs the shop by herself. On Sunday, however, she'll have three extra people on the floor, an extra floral designer, and a person just to take delivery calls. The two stores also hire on 10 extra delivery drivers who deliver throughout the week.

The first year she worked on the floor, Lewis said last-minute shoppers lined up outside the shop's door even before it opened on Valentine's Day.



Photoby David Natt

Laura Lewis, manager of Dandelion's Flower Shop, said it takes a lot of work for the store to prepare for Valentine's Day, one of the busiest days of the year.

"Don't let it stress you out," she said. "Come in early to guarantee you get your first-choice selections."

Now some of you may be thinking you can't afford to send flowers or a gift to your valentine. Dandelions offers a variety of gifts in a wide range of prices.

You can send a cute candy basket for a little more than \$10, or if you're really out to impress that special someone, you can go for a dozen long-stemmed roses accompanied by a box of six Euphoria chocolate truffles for \$65.

"We try to design something in a wide variety of price ranges to meet every customer's needs," Lewis said. "We'd like to think we can help anyone in any price range find something for Valentine's Day."

Dandelions has six Valentine's Day specials this year that include their delivery, in the Eugene area, in their price. They range in price from \$19.99 to \$64.99. The most popular, Lewis said, is the "Hearts and Flowers" arrangement of six long-stemmed roses, with a mylar balloon and hearts tucked in the vase, for \$39.99 delivered.

One popular question around Valentine's Day is: Do men like to receive flowers? Dandelions has seen more and more women sending men flowers every year.

"Women tend to send simpler arrangements and lots of chocolates and balloons," Lewis said. "For the women who don't feel comfortable sending a man flowers, our Euphoria chocolate baskets are an ideal gift."

Many of Dandelions' deliveries on Valentine's Day, or any special occasion, are to people at their place of work.

"It's so much fun to receive something in front of a group of people," Lewis said. "The neat thing about getting flowers is that it makes you feel so special knowing that someone thought of you. That feeling lasts even after the flowers are gone."

If you won't be able to spend this romantic holiday with the one you love because they live in another state, Dandelions can even help you send them a flower arrangement that will warm delivery service. You simply go into the shop and pick out what you'd like to send from their Florists' Transworld Delivery Valentine's selection.

This year is also the campus-area Dandelions' third anniversary. It also has a larger shop, 1710 Chambers St. So take a florist's advice before Valentine's Day: Don't delay, shop today!

— Susan Updegraff

For florists,
Valentine's Day
is the largest
floral holiday of
the year.

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