



Jules Smith Rylev, owner of Bloom Flowers.
Photo: Tania Newman.

VICTORIA JONES

THE LANGUAGE OF FLOWERS

Baby's breath gypsophila
everlasting love

Chrysanthemum
truth

Daisy gerbera
cheerfulness

Lily
majesty

Orchid
refined beauty

Sunflower
false riches

Red rose
love

Peach rose
modesty

Pink rose
grace



Purple rose
enchantment

White rose
a heart unacquainted with love

Yellow rose
infidelity



Lavender
mistrust

Gladioli
you pierce my heart

Hibiscus
delicate love

Gardenia
refinement

Dahlia
dignity

Daffodil
new beginnings

Calla lily
modesty



In full *BLOOM*



Philippa Mannagh discovers how a passion for flowers has allowed Jules Smith Rylev to see the world.

Meeting Jules Smith Rylev, owner of Bloom Flowers in a swanky bar, sipping on bubbly for our first interview seemed very appropriate indeed. The high life that Jules has lead many would class as fairytale, she however would humbly give thanks to the flowers that lead her there and going out and believing in what you do.

The seed was planted young when Jules used to help her grandmother in the garden. Little old Whangarei quickly grew too small for Jules at the age of 14 when she waved her friends goodbye and jumped on a bus that delivered her to Auckland where she began her hands-on training for a top florist, this opportunity gave birth to an exciting journey.

From Forget Me Not flowers in Auckland her flower passion led her to Sydney then London working for the likes of Ken Turner and Caroline Dickinson before she moved home to take ownership of the one and only Texas Rose on Ponsonby Road, winning The Auckland Metro Florist Of The Year award for seven years running.

Eight years of ownership and making a name for herself at Texas Rose, gave Jules the opportunity to take up a green card and further her colourful career in Manhattan, New York managing the Jane Packer shop and flower school as well as designing the Jane Packer floral arrangements for the Ritz Carlton.

Years of rubbing shoulders with the rich and famous was no match for the call of home however, when seven years ago Jules moved back to Whangarei to start a

family and open a Florist Shop and soon to be floral school, Bloom Flowers.

Currently Jules and husband Martin are preparing for the craziness that is Valentine's Day and although the recession hasn't changed the demand just modified orders, "The madness is still there," says Jules. "We will do three weeks worth of flowers in one week." Bloom like to focus on the exotic flowers in this climate, they last longer, are unique and provide flowers that one can not normally buy. Traditionally the rose is still a popular choice for expressing your undying love but bringing back the powerful flower meanings is one thing that Jules would like to focus on this year.

Dating back to Victorian times, it was an opportunity to speak your love to that special person through secrecy, an anonymous form of messaging told through the flowers. The true excitement lay in the fact that your delivery may be from someone whom you least expect and every arrangement carefully chosen to convey its specific meaning. These days there is almost an expectation to tick a flower delivery off the list on February 14th to avoid a spouse scolding. "Yes, there are a lot of romantic men out there in Whangarei. . . but, they are under a lot of pressure to be romantic," laughs Jules. "It doesn't matter how big or small the gift, a single rose is still just as special," says Jules.

This Valentine's day, enter in to the deep mystery that flowers can offer and use their soundless tones to bring messages of your love, passion, desire, romance. . . or new beginnings to that special someone.

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