



# The Painted Rose Floral Design of Saratoga

**Natalie Adler**

**Success Magazine:** Natalie, you started *The Painted Rose* in 2008. How did this idea come to fruition?

Natalie Adler: I have been making paper flowers since I was a young girl. Friends and family encouraged me to start a business after receiving them as gifts.

**SM:** Are all of your roses made from hand-painted coffee filters?

NA: I start with a white cone-shaped coffee filter. The petals are cut out using a pattern and then attached to a wire with floral tape. After the rose is assembled, each petal is painted by hand. When the coffee filter absorbs watercolor, the pattern is similar to the vein-like pattern in a rose. A variegated rose requires multiple applications of paint to achieve a life-like rose.

**SM:** What are the benefits to a client purchasing these hand-made roses rather than real flowers?

NA: Because they are hand-created and hand-painted, no two roses will look exactly alike. Yet, they look real, they are sturdy and virtually indestructible, they will never require watering, they won't "droop" after a couple of days, and they do not collect dust! It is hard to believe, I know, but there is actually a property

in the coffee filter that repels dust!

**SM:** What type of clients do you service? Who is your target market?

NA: Most of my orders are from individuals who want a unique gift for a special occasion. I've done many special occasion parties including birthdays, baby and bridal showers, and retirement parties. I also serve small business offices that want a seasonal, maintenance-free look of fresh flowers at their reception desk. My favorite client is the bride. Duplicating a bridal or bridesmaid bouquet for a keepsake brings such joy not only to me, but also to the recipient. Many brides are using these flowers during their wedding ceremony and then giving them to their bridesmaids as their gift. In this economy, it is a nice way to have the look of fresh flowers and a lasting memory as a gift for the same price.

**SM:** Are most of your creations pre-made, or do you take custom orders? How long in advance does a custom order need to be made?

NA: All of my creations are made to order. Because they are hand-painted, I can match any color for any décor. A single rose takes approximately two hours to create. They require twenty-four hours to dry and are then arranged. I can usually deliver an order within five to seven days. Special occasion parties require several weeks.

**SM:** Where do you see *The Painted Rose* in the next five years?

NA: Currently, all my work is done in a small room in my home. In five years, I hope to have a storefront to display my work with employees that love to see people smile as much as I do. With the publicity provided by *Success Magazine*, maybe it will only take three years!

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