

WILSHIRE GARDEN MARKET

August 2011 Newsletter

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CELEBRATING 14 YEARS

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Established 1997

TRENDS DEFINED AT ATLANTA MARKET

Well, we did it again: for the 14th year we awakened at 4:00 a.m. to catch the 6:35 a.m. flight to Atlanta for the International Gift Market. Once we touched down, it was a 20 minute Marta ride and a quick check in at the Omni in the CNN Center, the heart of



newsdom. (Early each morning as their employees flooded into Turner Industries' offices, we watched CNN on the jumbotron in the lobby while quickly downing our Starbucks' breakfasts.) We stashed our luggage and headed out to start this year's Market shopping adventure.

We like to arrive on the first day the Market is open (a Wednesday this year); most retail buyers arrive on Friday for the weekend. Arriving on the first day of Market has always ensured that we were among fewer buyers, making it simpler to browse showrooms, open accounts, get brochures, and get one-on-one attention from the vendors, designers, and owners while they are still fresh and enthusiastic.

Our browsing began at 9:30 on the 19th or 20th floor of Building 1; we worked our way down to ground level by the 6:00 p.m. closing time. Color trends are always obvious at Market; this year neutrals predominated with occasional bursts of exaggerated color from a showroom or two. Orbs in consecutive sizes and in all imaginable materials were evident throughout the market. Orbs in moss, rattan, ceramics, and stainless steel are great decorating accessories indoors and out; we are looking forward to displaying them. We found lovely silk arrangements in vases and very nice wreaths. Aprons have become high fashion kitchen wear, appearing in more showrooms this year; we ordered great new styles from our vendors.

Day two was spent browsing Building 2 and occasionally returning to Building 1 via the aerial walkways to reconfirm product ideas. By investigating show-



rooms that we haven't patronized recently or that we might normally bypass, we discovered a variety of unique garden accents to complement our current pieces. We found new French tablecloths and napkins, metal tables, watering cans, baskets, and darling doormats for summer, fall, and the holidays. Wonderful hostess gifts, gift tags, and more for the holidays will arrive in mid-October.

It is always inspiring to see the creativity of designers and vendors expressed in displays and showroom fronts. There seemed to be an animal theme



going on. Among the most eye-catching windows was this large elephant made with a green grass like material; a large green grass seal holding a chandelier was in the opposing showroom window.

The High Design Temporaries opened Friday with



stunning and quirky displays to catch your interest. This oversized ram made of wool pom poms was surrounded underneath by an array of Christmas ornaments. We neither ordered any of the ornaments nor inquired if another ram was available. No matter how many cotton balls and pom poms you may have in your craft supplies, do not attempt this project at home.



We spent time talking with Elaine Smith, the British born designer of the first luxury outdoor pillows. Her new designs were inspired by a recent trip to Paris. Rich in color, lavish in details, and impervious to the elements, her designs are available in several color ways, making them easy to incorporate into existing color schemes. She offered her input

about ways to combine and match her pillows. Some of these pillows have thick fringe, some are sophisticated animal prints, and others have complex texture or embellishments that Elaine calls "jewelry". They can also be made using faux down for extra softness without the consequence of being ruined by rain. The pillows add finishing touches to the St. Regis, Ritz Carlton, and boutique properties.

Saturday we returned to the Market, revisiting certain areas or showrooms to make certain that we had seen everything pertinent, said goodbye to the folks in the Campania showroom, and headed to the airport. We left pleased that we found many exciting products for our customers' homes, gardens, and gift needs.

THE GARDENER'S PRAYER

Particularly appropriate for this summer, The Gardener's Prayer can be found on a large plaque in the store.

"O Lord, grant that in some way it may rain every day, say from about midnight until three o'clock in the morning, but you see, it must be gentle and warm so that it can soak in, grant that at the same time it would not rain on Campion, Alyssum, Helianthemum, Lavenders, and the others which you in your infinite wisdom know are drought loving plants—I will write their names on a piece of paper if you like—and grant that the sun may shine the whole day long, but not everywhere (not, for instance, on Spirea, or on Gentian, Plantain Lily, and Rhododendron) and not too much; that there may be plenty of dew and little wind, enough worms, no plant lice and snails, no mildew, and that once a week thin liquid manure and guano may fall from heaven. Amen"

WHAT'S NEW IN THE STORE

From Campania, we have our first wave of unique glazed terra cotta containers. These stunning six



sided containers have luminescent copper glaze at the top, falling into aqua green, falling into orchid.



One of a kind, this twisted square falling blue aqua container is a piece of art.

New summer tea towels add charm to your kitchen or make nice gifts. Other styles are available. Tea towels with Lake House spelled out with rope, oars, and other lake accessories are especially cute.



Among our first Market purchases to arrive are these incredibly realistic (even to the touch) silk flowers in acrylic water. Between the Dendrobium Orchids, White Gardenias, or the old fashioned roses, it is difficult to choose a favorite.



Coming in this month are some new five blade herb scissors. Packaged in a gift box along with herb seeds, they will make a very nice gift and you will enjoy using them, too. We can't wait to get ours!



SUMMER RECIPE: GAZPACHO!

1 hothouse (English) cucumber halved and seeded, but not peeled.
2 red bell peppers cored and seeded.
4 plum tomatoes.
1 red onion
3 garlic cloves, minced.
23 ounces tomato juice (3 cups)
¼ cup white wine vinegar
¼ cup good olive oil
½ tablespoon kosher salt
1 teaspoon freshly ground black pepper

Roughly chop the cucumber, bell peppers, tomatoes, and red onion into 1" cubes. Put each vegetable separately into a food processor and pulse until it is coarsely chopped. Do not over process!

After each vegetable is processed, combine them in a large bowl and mix in garlic, tomato juice, vinegar, olive oil, salt, and pepper. Mix well and chill before serving. The longer gazpacho sits, the more the flavors develop. Enjoy!



Refreshing Summer Lemonade

6 cups water
1 cup lemon juice (3-5 lemons)
1 cup sugar
Ice cubes

Juice the lemons to render 1 cup of juice. Pour into a pitcher; add 1 cup of sugar; add water and stir until dissolved. Pour over ice in tall glass. For garnish add lemon slices and mint sprigs.

AUGUST TO DO LIST

- Keep garden tidy.
- Edge beds with shears for clean edge.
- Water everything deeply.
- Deadhead annuals and perennials or give them a good haircut—sometimes a plant can't look any worse.
- Add mulch to level of 2" to retain moisture and lower soil temperature.
- Prune once-blooming climbing roses and ramblers.
- Make weekly pass through garden to pull weeds that steal water and nutrients.
- Order spring bulbs now to make sure you get the ones you really want.
- Divide older bearded iris rhizomes.

EXTERIOR DECORATING

This year give yourself a garden retreat, or refresh the one you have. In response to requests, Wilshire Garden Market provides an exterior decorating consultation service. By appointment and for a fee, we will make a consultation visit followed by written suggestions to make your garden retreat more charming, cohesive, and useful. Call the store for more details or to set up an appointment.



Let us help you create your outdoor living room!

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M A R K E T



**CELEBRATE SUMMER WITH A
NEW SUNNY DOORMAT!**

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