

# Greenwich Orchids

## READY WHEN YOU ARE

by Lisa Miller



Founded by Wendy Segal in 1982 from a collection of orchids at the home she shares with her husband, Ted, Greenwich Orchids has grown into two retail stores (one in Greenwich, the other in Cross River, N. Y.) plus a 112-acre farm with a 56,000-square-foot greenhouse in Pinebush, N.Y. Despite the growth, the business has maintained its friendly, service-oriented atmosphere.

Amid the chaos of editing your guest list for the tenth time and touring venues until your head spins, it's refreshing to find a vendor who cares as much as you do about your wedding day. Such is the case at Greenwich Orchids, a high-end flower shop, which also sells antiques, accessories, and furniture.

"We do custom things and specialize in service so the customer can get what they need anytime – that's how we started and that's how we'll continue," Ted said. His responsibilities include buying accessories in Atlanta, attending furniture shows (as many as seven a year), and traveling to New York City three to five times per week to handpick fresh flowers for the



Although orchids are a specialty, our cover photo displays the shop's creative versatility.



store, which has an impressive 250 orchids available at all times.

has taken on weddings with only a week's notice!

"The flowers are good quality, always the best," he said, referring to the orchids, garden roses, lily of the valley, and sweet pea, which are among the other flowers that come mostly from Holland or France. "We can do things spur of the moment that most flower shops can't. We have a huge inventory, so we're able to do last-minute parties."

Best of all, both Wendy and Ted are still having fun after 25 years. "I love every end of it, and we have fabulous clients," Wendy said.

Greenwich Orchids is located at 106 Mason Street in Greenwich. For more information, visit [www.greenwichorchids.com](http://www.greenwichorchids.com), or call the Greenwich store at 203- 661-5544.

Wendy's specialty is designing weddings, which range in size from just a few people to several hundred. She assists with items beyond the flowers, including linens, party planning, centerpieces, candles and aisle runners. She and her staff help out wherever they can to coordinate details before the wedding day as well as on the day itself. "The focus is to make it trouble-free for the bride and her mother. It's a huge amount of work and we try to take as much off as we can," Wendy said.

photo credit: David Ames



Greenwich Orchids can adapt to any budget and time frame, Wendy said, plus it's so flexible it