



Tree Decorating Formula

At Melrose, we believe that the best-decorated trees begin with a well-designed plan and a good variety of product — from stems to ornaments to ribbons. A great tree will express good use of line, form, color and texture. Our method of decorating includes a series of layering that enhances the product and ultimately encourages sales.

Standard Design:

- 15-18 ORNAMENTS per foot of tree
- 1/2 THE AMOUNT OF ORNAMENTS IN STEMS (7 - 9 Stems per foot of tree)
- 40 – 60 YARDS OF RIBBON (between 2.5 and 4 inches wide) for trees between 6 ft – 12 ft tall

Melrose Design:

- 20 – 25 ORNAMENTS per foot of tree
- 1/2 THE AMOUNT OF ORNAMENTS IN STEMS (10 – 12 stems per foot of tree)
- 40 – 60 YARDS OF RIBBON (between 2.5 and 4 inches wide) for trees between 6 ft – 12 ft tall

Both formulas are a rule of thumb and approximates. Ultimately, formulas should be tailored to fit customers' style and needs.

Melrose Design Example:

7 1/2 Foot Tree

15 Styles
Ornaments

7.5 x 20 = 150 total ornaments
(150 divided by 15 styles = **10 of each** style ornament)

7 Styles
Stems

7.5 x 10 = 75 total stems
(75 divided by 7 styles = **10.7 of each** style stem)

2 Styles
Ribbon

40 yds of ribbon
(40 divided by 2 styles = **20 yds of each** style ribbon)

Don't forget to finish off the look with stockings and a tree skirt!



Layer 1: Foundation

USING STEMS FOR CONTRAST AND STABILITY
PHYSICAL CHARACTERISTICS & FEATURES:

LINEAR
Strong lines, extensions, eye movement.



FILTER
Volume, softness, airy space.



MASS
Solid space, visual weight, focal areas.



Consider: pine, branches, leaves, flowers, berries, picks, beaded stems, sprays, clusters.
Recommendation: 5 - 6 different varieties of stems per tree with a mixture of physical features. To anchor stems, use cable ties, wire or simply twist stems around branches.

Layer 2: Ornamentation

USING ORNAMENTS AND NOVELTIES
SHAPE OR FORM:

SPHERES & BALLS
Place deep inside tree.



EGG, ONION, KISMET, PEAR & BALL
Place in middle/1 hand length inside tree.



FINIAL, DROP, STAR, HEART, CARROT, NOVELTY & CRYSTALS
Place on extremities/outside tips.



Consider: Color / Size / Texture.
Recommendation: 8 – 12 varieties and/or styles per tree.

Layer 3: Unification

USING RIBBON AND GARLANDS TO BRING THE ELEMENTS TOGETHER

TYPES AND FORM:

CANDLE LIGHT
Clip on lighting.

RIBBONS
Sheer, solid, stripe and novelty/pattern.

TREATMENTS
Bows, garland, curling, streamers, striping.



Layer 2 & 3 are interchangeable pending desired effect and treatment applications.

Recommendation: 3 – 5 varieties and/or styles per tree.

Formula: