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Photo: Mila Matyskina



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It is always incredibly exciting when I open the emails with the latest styles, concepts and trends from around the world, gathered by our wonderful contributors.

Conversely I am just as disappointed when I think of all the florists who will never see what you and I see, because they don't reach out to find it. Cosseted away in their flower shops they spend every day very much like the last, creating arrangements with the same flowers available all year round. Surely it must be as boring for them as it is for their customers?

This edition is therefore your gift to the world around you. It is packed with plant materials that you will not have seen before, methods and design concepts that you may have yet to try, and ways to use accessories and commercial products in unique styles.

Take these ideas to your floral art clubs, customers, floristry students and the public to keep them excited about what is happening in the world of flowers, at the international level. Help them branch out from what is tried and true and share the fresh ideas as you enjoy trying them out yourself.

Happy arranging.

Tricia

Editor



click on these icons for more

Freeze dried flowers in a bouquet

Make this gorgeous bouquet with Eliezer Santana Martin.

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Photo: Pavol Kaššák



ON THE COVER

Cover photo: Frank Karssing

Elise Rosen created this gorgeous decorative wreath. More on pages 37-40.



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