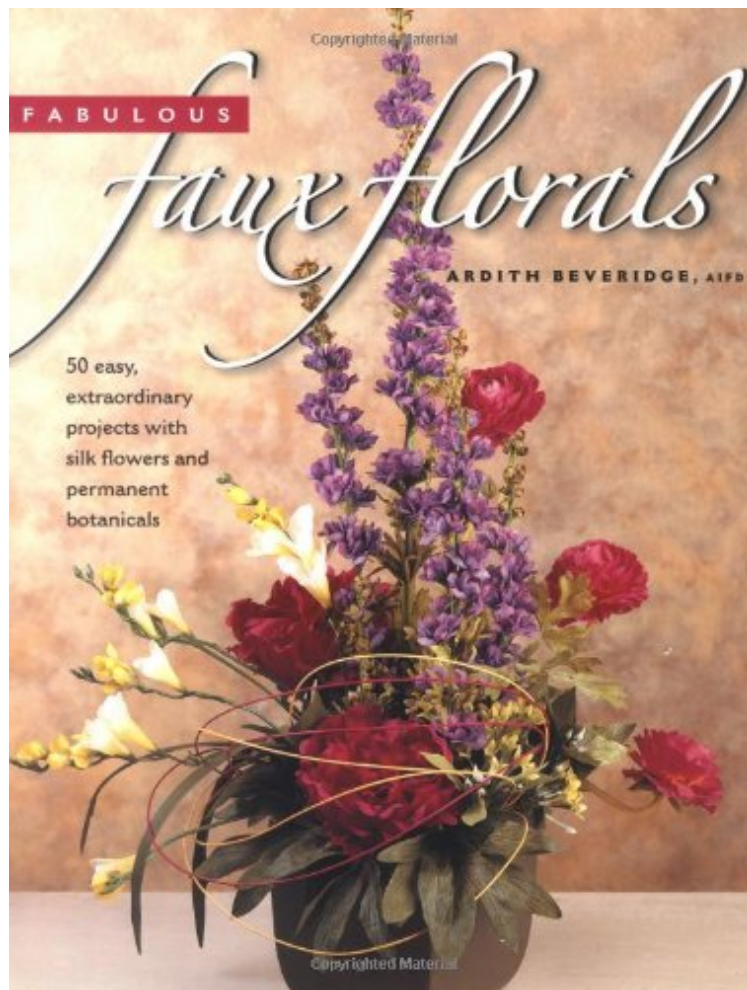


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Fabulous Faux Florals: 50 Easy, Extraordinary Projects with Silk Flowers and Permanent Botanicals

Ardith Beveridge

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Silk florals and other permanent botanicals have become very popular in home decor. Amazingly realistic and beautiful, faux florals are a key product line in craft, floral, gift, and home stores, and many people are enjoying being creative and saving money by making their own arrangements. In *Fabulous Faux Florals*, a master floral designer and educator takes the craft to a new level. Ardith Beveridge's 50 designs include centerpieces, table pieces, topiaries, branches, wreaths, swags, even faux fruits and vegetables. There are projects for every taste, season, and decorating style, including traditional, garden, contemporary, tropical, and holiday looks. Each is showcased in an inspiring, glowing color photograph. Step-by-step instructions, easy techniques, clever tips, and hundreds of how-to photographs ensure that even a beginner will have professional results and a lot of fun. The range and number of projects, the originality and beauty of the designs, the simplicity of the techniques, and the abundant talent of Ardith Beveridge will make this the book on faux florals.

About the Author Ardith Beveridge is a master floral designer, educator, and judge. She is director of education for the Koehler Dramm Institute of Floristry and the instructor in 12 series of do-it-yourself videos. Ardith's creativity and enthusiasm have captivated audiences in programs and workshops across the country and internationally. She also appears regularly on HGTV and morning television shows. Her professional certifications include the American Institute of Floral Designers, American Academy of Floriculture, Professional Floral Communicators International, Society of Floristry LTD (England), and the Canadian Academy of Floral Arts. She is an endorsed design education specialist for Teleflora wire service, a master designer for FTD, and co-owner of Floral Communications, a floral design video production company. Ardith lives in Minneapolis, Minnesota.