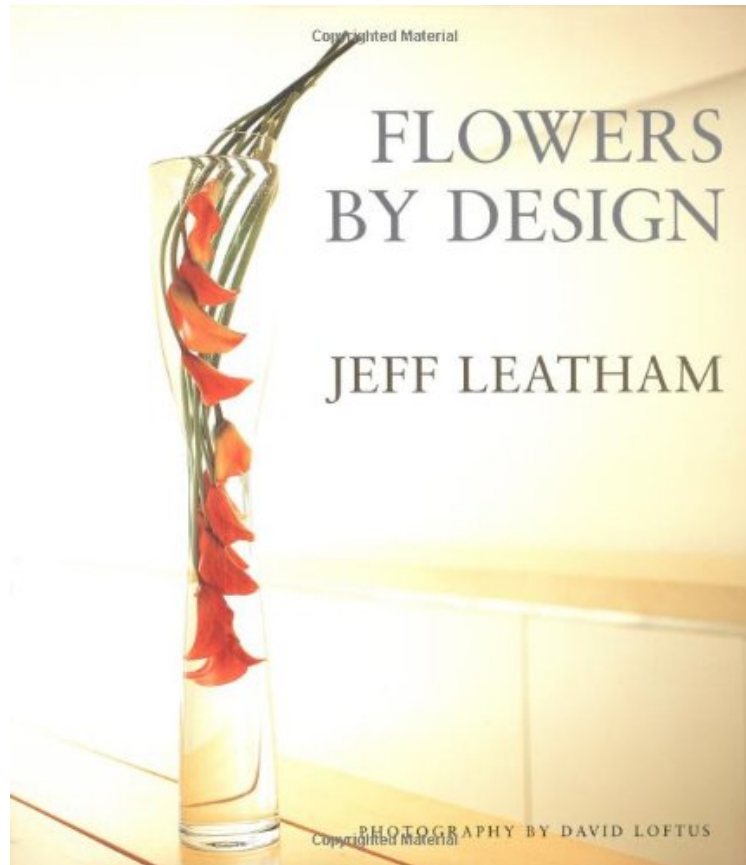


## Flowers by Design: Jeff Leatham of the Four Seasons Hotel George V - Paris

*Jeff Leatham*

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**Jeff Leatham : Flowers by Design: Jeff Leatham of the Four Seasons Hotel George V - Paris** before purchasing it in order to gage whether or not it would be worth my time, and all praised Flowers by Design: Jeff Leatham of the Four Seasons Hotel George V - Paris:

0 of 0 people found the following review helpful. Gorgeous Photos !!By Sheri M.Beautiful Book.Lots of ideas for floral decor.0 of 0 people found the following review helpful. I expected more inspiration inside the book, but unfortunately ...By Sarka LouzilovaI expected more inspiration inside the book, but unfortunately the pictures are quite simple and the design of decorations, too.0 of 0 people found the following review helpful. Too bad!By Gabrielle PilotLeatham is trying too hard to find new ways to design,Too bad!

Who do Kate Moss and Jefferson Hack call on to do the flowers for the Paris launch of Another Magazine? Why Jeff Leatham of course...Flowers are THE new element in interior design. Jeff's philosophy of flower display is very simple: he eschews oasis and wire and the trappings of 'unnatural' creations - tipping flowers at unusual angles to

reveal their inner beauty, or the structure of the stems, or submerging them so that the blooms are magnified by the vase and the water. Here, for the first time is a book that shows you how to create a stunning relationship between flowers and your interiors. Jeff links colour, fabrics and textures of furniture to the choice of flower used - explaining how to display them and what they should be displayed in. Discover how to use flowers to lift dark rooms; learn how to make flowers appear inviting in large, small or narrow spaces; master the art of creating floral conversation pieces. Three easy-to-follow chapters ('Simple Pleasures'; 'Deeper, Darker and More Dangerous' and 'Behind Closed Doors') contain inspirational ideas for all rooms and occasions plus essential accents and details. Illustrated throughout with beautiful photography this striking book will inspire the creation of cutting-edge floral designs in their own home.

From Publishers Weekly "Flowers are the new element of interior design," Leatham declares in this enthusiastic, self-congratulatory decorating book. A former fashion model turned floral designer, Leatham does the flowers for the Four Seasons Hotel George V in Paris, as well as for a star-studded roster of clients that includes Gwyneth Paltrow, Emanuel Ungaro and Kate Moss. His novel techniques include displaying flowers out of water, bending long stems inside clear glass vases for dramatic effect and "drowning" blossoms in water so that their shapes and patterns are magnified. One of his favorite tricks is to take a tall vase and balance a clump of flowers near its opening so that the bunch appears ready to tip out of the container. His emphasis on "sculptural shapes" and "bold statements" will inspire readers to rethink the way they display flowers in their own homes, but most of his designs are not meant to last more than four or five hours, making them rather impractical for the average novice decorator. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Jeff Leatham is 30 years old. An ex-male model, he is now Floral Director at the Four Seasons' landmark hotel, the George Cinq. in Paris. Through his creative design, he has become the darling of the A-list, designing for Gwyneth Paltrow, Ungaro and Kate Moss and Jefferson Hack. He regularly jets all over the world working for the Four Seasons. His greatest inspiration is fashion and he is highly sought by designers for London, Paris and Milan fashion week. Articles about Jeff and his work appear regularly in the press of Europe and America: most recently he has featured in The New York Times, Elle Decoration (UK), People Magazine, Elle Decoration (Fr), L'Una, Madame Figaro, Residence and the Financial Times. He is in discussion with tv production companies in the UK and US. David Loftus is one of the UK's leading photographers - well-known for his work with Jamie Oliver, Tamsin Day Lewis and Martha Stewart and his work regularly appears in leading glossy magazines throughout the world.