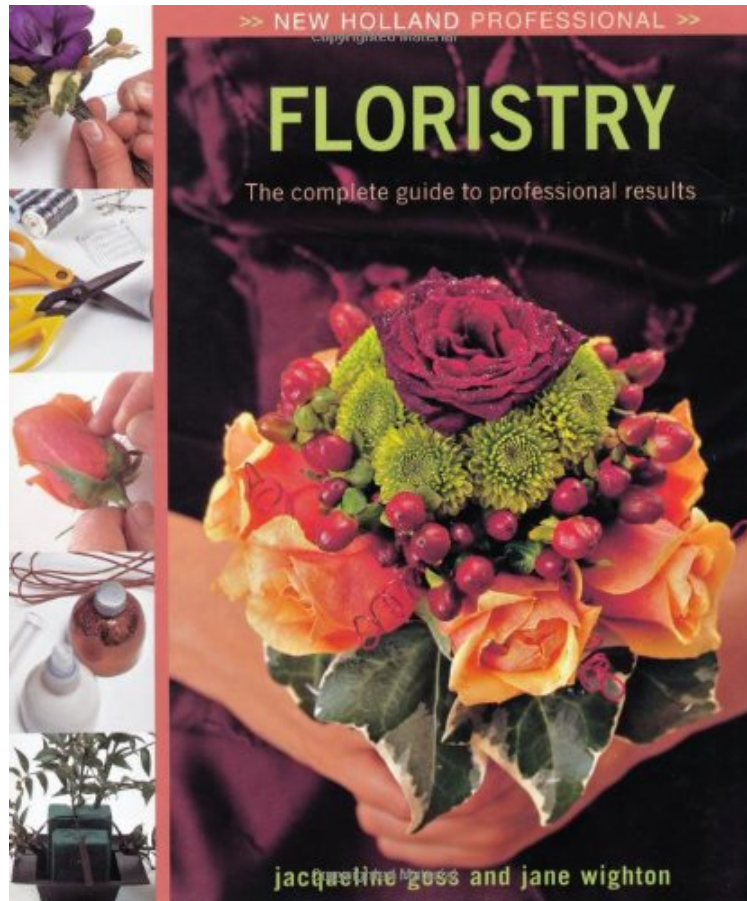


New Holland Professional: Floristry: The Complete Guide to Professional Results

Jacqueline Goss, Jane Wighton

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Flower arranging has always been a popular hobby, but its also a creatively satisfying alternative to a 9-5 desk job. Anyone with a grasp of the basics who needs to know more to go pro or whos just indulging a passion for flowers and beautywill find this guide absolutely ideal. Filled with superbly laid-out techniques, plus fabulous styles both

traditional and modern, Flower Arranging has it all: advice on choosing and buying flowers, instructions on floral care, recommendations on the necessary tools, and invaluable color and design theory. Comprehensive sections offer terrific ideas for every occasion, from gift arrangements to wedding bouquets, funeral wreaths to venue decoration. Fully illustrated with gorgeous color photos, this is the only book you need to become a great florist.

About the Author Jacqueline Goss has been working in the flower industry for over a decade, having turned to a creative career after being made redundant from an office job. Jane Wighton came to floristry via a different route, having always wanted to follow in her grandmother's footsteps and beginning her apprenticeship at the age of 16. They have both been employed by busy London florists throughout their careers and have undertaken commissions for a number of private events. Their relationship, both as friends and working colleagues, began four years ago when they taught together at the same adult college in London. Jacqueline Goss has been working in the flower industry for over a decade, having turned to a creative career after being made redundant from an office job. Jane Wighton came to floristry via a different route, having always wanted to follow in her grandmother's footsteps and beginning her apprenticeship at the age of 16. They have both been employed by busy London florists throughout their careers and have undertaken commissions for a number of private events. Their relationship, both as friends and working colleagues, began four years ago when they taught together at the same adult college in London.