

Pulbrook and Gould's Flowers for Special Occasions

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From Brand: Batsford Ltd : Pulbrook and Gould's Flowers for Special Occasions before purchasing it in order to gage whether or not it would be worth my time, and all praised Pulbrook and Gould's Flowers for Special Occasions:

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The Pulbrook Gould style is known worldwide for its lavishness, originality and disciplined informality and has established the firm as one of the most respected florists in London, and internationally, with a training programme for apprentice florists and a staff of 40. This book, published to coincide with the 25th anniversary of the founding of the firm, is a collection of colour photographs and text which will offer inspiration, ideas and practical advice to all those involved with flowers, whether as a hobby, for a particular occasion, or even as a profession. An introduction gives a detailed account of the design principles behind Pulbrook Gould's achievement, and offers detailed practical advice on the selection of flowers, containers and their materials for particular purposes, their conditioning and care for the freshest and longest lasting effect. The mechanics of flower arrangement are clearly explained. The main body of the book is arranged under various headings such as weddings, parties, Christmas etc. Each section has a short introductory text offering advice and design tips, follwed by a sequence of photographs, many of which are published

here for the first time. The reader will see the flower arrangement on the grand scale in situ.