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The Flower Chef: A Modern Guide To Do-It-Yourself Floral Arrangements



Synopsis

THE FLOWER CHEF is a modern, comprehensive guide to floral design that caters to all readers--from beginners who have never worked with flowers before and are looking for a new creative outlet, to decorators, party planners and photographers looking to liven up their spaces. Even professionals will find ways to update their techniques! This book teaches you everything you need to know about flower arranging including tips on how to buy and care for flowers, how to cut and prepare them, and how to use floral foam, vases, and various other decorative elements in your arrangements. Filled with beautiful photographs and easy-to-follow instructions on how to create over 80 different arrangements, this is the go-to guide to floral design that every flower lover will want to add to their collection.

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Customer Reviews

Such a unique, thoughtful and well-written book with amazing ideas for floral designs and beautiful photographs. I'm a florist and I even learned some new things in this book that I've never thought of or heard before that will really help my work. Carly is really one of the top floral designers, as her work in this book shows and I am so grateful she was kind enough to share her insights and creativity! Looking forward to coming back to this book over again through the years as I know it has the kind of ideas that will never get old. Whether you are a florist or want to become one, or even just if you want to make something beautiful for your home, as a gift, or holiday centerpiece then you will be very pleased with this purchase.

Just received my copy of Flower Chef in the mail, along with 2 other flower books. I must say Flower Chef is by far one of the most informative flowers books I've purchased thus far, and I'm only on page 40! Love the beautiful images and easy to follow steps. Would highly recommend to anyone with a love for flowers!

I own several flower books, but this is the first that explains how to make arrangements step by step, including exactly what supplies you need for each. The designs are beautiful and simple enough for a beginner to learn. Well written and beautiful to look at.

What a stunning book! Loaded with gorgeous photos and clear instructions on how to create professional looking arrangements. The book also has tons of tips on how to pick out, handle, trim and care for your flowers thought every step of the process.

As a wedding photographer who knows all the best shots include immaculate attention to details and the best floral arrangements are an integral part to any wedding. Carly is amazing! As an event planner herself, she understands the attention needed in floral arrangements. This unique combination of talents she has bodes well for readers of The Flower Chef. What a treasure for budding florists, wedding/event designers and anyone interested in the craft. Buy it, read it, love it...and Share it on social media so more folks can purchase this treasure!~ Bradley Van Herbst, PhotographerBrides, Bumps & babies Photography

I have a confession. A huge, secret confession that many people know about me. I love, love, love to make floral arrangements and make flowers pretty. In fact, I have searched several times for jobs in floral shops so that I could do just that. Alas, you need some type of experience and I have none. (Although I feel like that is about to change with The Flower Chef.) When I was offered the chance to apply to review the book, I literally jumped at the chance and filled out the application as quick as possible. If I was not chosen, I promise you; I would have cried and then sought out the book myself. Floral arrangements are like my hidden fetish. I wasn't entirely sure what to expect from this book, but let me tell you - it is like a cookbook (which Carly states is how she wanted it.) It covers EVERYTHING. She covers tools you may want and need, materials you may want and need, the different flowers, the types of flowers, what flowers are good for what, the seasons the flowers are good, color schemes, how to keep flowers alive longer - so much of everything! Each

• tells you how long it will take to prep, • (put together), the experience level, and the price range. To be honest, I was more concerned about how to make pretty floral arrangements in vases to have around the house or centerpieces for holidays, but The Flower Chef not only covers pretty floral arrangements in different size and shapes vases, but she also shares how to make different types of bouquets. When I said The Flower Chef covered everything • I meant everything. It really is a comprehensive book on the who, what, where, when, why and most definitely the how!

I love that Carly has captured classic concepts and infused them with modern day design. The Flower Chef is filled with useful floral design best practices and tips, provides step-by-step instructions for the mechanics behind modern-traditional designs, and is a must have for professionals to hobbyist florists. Each design recipe includes a detailed account of what type of stock is needed, its cost, time to allocate to completing the design, and beautiful photography. At first glance, you can tell this book was well thought out in design and information. At second glance, you realize that it is full of a wealth of design inspiration. This is not your outdated, old fashioned, over glorified auto-biography of a florist type of book. Imagine going to the flower market and trying to figure out what focal flowers, fillers, and foliage to purchase so you can create a well balanced arrangement for a client or for your home. Now imagine having a pro-florist with you helping you pick the best quality blooms, the right colors, and the freshest stock for you arrangement. That's what you get when you have the Flower Chef.

Her book is basically a DIY guide to flowers and floral arrangements. She covers various topics in her book, from step by step instructions on cutting, the types of flowers and keeping them fresh, to step by step flower "recipes" so you can recreate your own arrangement. We love that her book is for every level of floral arrangements, and she includes a lot of the basics for people like us who have no experience with arranging flowers. We feel like we could easily pick this up and apply the concepts and designs to our lives and events with no problem. We also love her background story in the intro, and the fact that she never dreamed that she would own a floral design business. The Flower Chef book itself is beyond gorgeous. It's filled with fabulous photography, as well as easy to follow tutorials and recipes. We also love how much she formats her flower recipes like food recipes. They contain your "cook time", prep time, price, season, and difficulty. So it's really all out there for you to follow and decide what arrangements you want to start with.

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