

JULY/AUGUST 2019

# CANADIAN FLORIST

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## Florist Spotlight

Bruno Duarte, owner of Toronto's  
Fresh Floral Creations

## Christmas Trends 2019

Five looks that will dominate  
the upcoming holiday season

# Wearable Flowers

## Plus

Highlights from the  
Maple Leaf Cup

CF's exclusive tour of the  
RHS Chelsea Flower Show

Designers from across Canada and around the world  
share ideas for floral fashions, from aspirational to  
practical and salable

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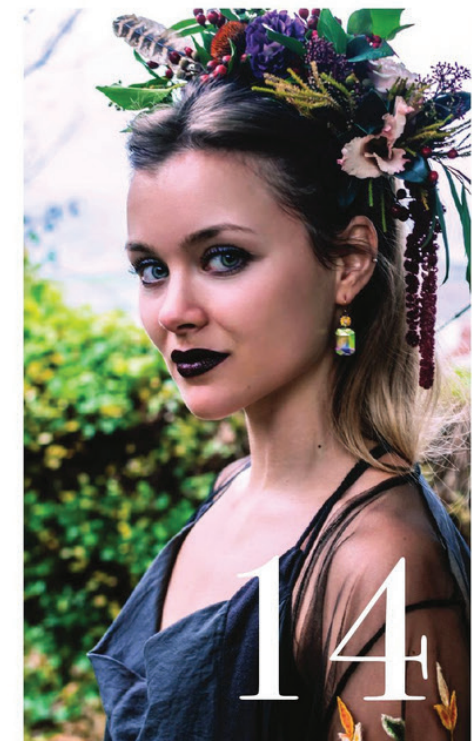
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- 28 The Maple Leaf Cup – Canada's fourth-annual floral design contest featured 20 competitors showcasing their talents to the public.



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### NETWORK WITH FLORIST FRIENDS ONLINE

Join us on the new *Canadian Florist* community Facebook group to share thoughts on florist life in Canada. Learn more at [cfmag.pub/fbgroup](http://cfmag.pub/fbgroup).



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### PERENNIAL FAVOURITES

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### ON THE COVER

Floral design by Julia Rose  
Flowers by Julia Rose  
Brisbane, Queensland, Australia  
Photo by Cloud Catcher Studio  
Model: Gabby Ellen  
Makeup: Alicia Hennessy

### RECOGNIZE THE CREAM OF THE CROP

*Canadian Florist* is in search of unsung heroes to recognize in an upcoming issue. Fill us in on who is doing remarkable work by sending your nominations for the following categories:

**Best Boss:** Does your company's owner or manager have an amazing vision?

Give rousing pep talks? Inspire employees to grow?

**Hidden Gem:** Who's an up-and-comer with incredible promise?

**Community Service:** Do you know someone who is making his or her community a better place?

**Best Social Media Presence:** Whose Facebook/Instagram/Twitter account do you check out regularly for creative ideas to engage followers?

**Best Supplier:** Which wholesaler offers superior service, variety and pricing?

Email nominations to [bsilva@wildflowermediainc.com](mailto:bsilva@wildflowermediainc.com), with "CF Awards" in the subject line.



# Lea Romanowski

Floral artist and designer, **Lea Romanowski, CAFA, CAFD, AIFD**, owner of **Designing on the Edge** in Calgary, Alta., is known for incorporating nonfloral items and materials into her striking floral designs. Having an extensive skill set in carpentry, painting, metal work and electrical, her specialties include structural floral art and event design and décor – and, of course, floral couture.

“Fashion + art + nature = floral couture, and I’m a big fan!” Romanowski exclaims. “Mother Nature paints her canvas with the colours of flowers, and I love designing and wearing an extension of her art.”

About the *raison d’être* and practical value of this fashionable segment of floral design, she shares, “Sometimes we all need a little inspiration from others. Through the sharing of ideas and experimental design techniques, we keep our craft strong and our industry moving forward, and with people’s ever-increasing need for individuality and creative expression, floral couture offers us a prime opportunity to market our products and establish a new-found relevance with these consumers by showcasing our unique creations.”



Photo by Rafal Wegiel Photography  
Model: Dana Martel



Photo by Rafal Wegiel Photography  
Model: Dana Martel



Photo by Rafal Wegiel Photography  
Model: Jen Znach



Design by Beatta Kaas, EMC  
Kaas Floral Design  
Toronto, Ont.  
Photo by Kanwal Photography



Design by Elli Jespersen  
Small Flower Floral Studio  
Calgary, Alta.



Design by Julie Pearson, NDSF  
Julie Pearson Design at Global Interiors  
Bolton, England

## A Walk on the Other Side of Floral Couture

While large-scale or elaborate floral wearables are inspirational and aspirational, more practical, salable flowers to wear are the order of the day for most floral designers. With this section, we want to inspire your creativity with designs that spark your inner floral-fashion designer. These wearable florals from designers across the U.S. and around the world are beautiful and creative as well as functional and salable. We hope they inspire you to create something amazing for your clientele.



Design by Suzanne Law  
CPFD, AIFD, EMC  
Surrey, B.C.  
Photo by Colin Gilliam



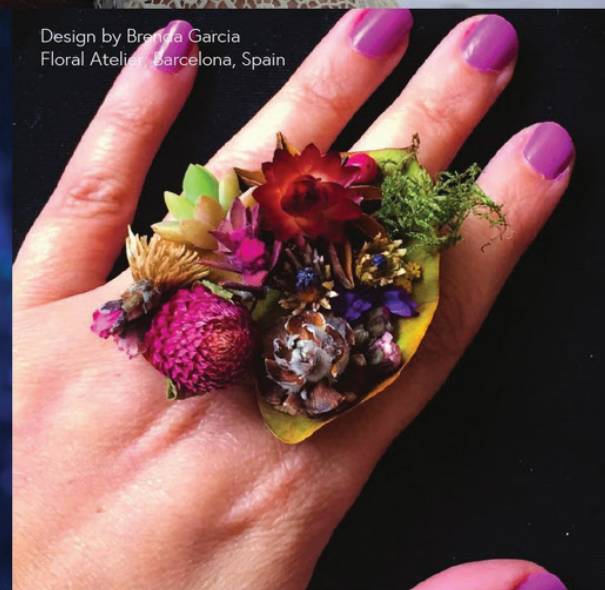
Design by Sheri Linseman  
Apropos Flowers  
Perth, Ont.



Design by Kim Smith  
The Cultivated Bloom  
Tilbury, Ont.  
Photo by Angela Speller Photography

Design by Kiki Uyede  
Hanaki Floral Design  
North Vancouver, B.C.  
Photo by Chapman Photography





Design by Elli Jespersen  
Small Flower Floral Studio  
Calgary, Alta.

Design by Julie  
Pearson, NDSF  
Julie Pearson Design  
at Global Interiors  
Bolton, England

Design by Beatta Kaas, EMC  
Kaas Floral Design; Toronto, Ont.  
Photo by Kanwal Photography

Lea Romanowski, CAFA, CAFD, AIFD  
Designing on the Edge  
Calgary, Alta.

Design by Kiki Uyede  
Hanaki Floral Design  
North Vancouver, B.C.  
Photo by Sara Joni

Design by Kim Smith  
The Cultivated Bloom  
Tilbury, Ont.  
Photo by Ashely Barthchild

Design by Sheri Linseman  
Apropos Flowers  
Perth, Ont.

Design by Brenda Garcia  
Floral Atelier; Barcelona, Spain

Design by Lea Romanowski,  
CAFA, CAFD, AIFD  
Designing on the Edge  
Calgary, Alta.  
Photo by Rafal Wegiel Photography

Design by Coral Shortt  
Epanour Flower Studio; Cape Town, South Africa  
Photo by Peter Bruyns

Design by Małgorzata Pawłowska  
InFloral; Masovian, Poland  
Photo by Katarzyna Rutkowska

Design by Laura Draghici  
Chic Fleuriste; Ploiesti, Romania  
Photo by Marius Petre Photography

Design by Shona McTaggart  
Studio Flowers  
Gourock, Scotland  
Photo by Studio Flowers

Design by Jane Goldfinch  
Couture Botanicals; Butterwick, Australia  
Photo by Sawyers Photography