

Commercial Floristry: Designs and Techniques

Sandra Adcock

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This lavish book covers the full range of commercial techniques for the florist. It introduces basic terms and equipment, advises on conditioning and care of fresh materials, and explains the elements and principles of design. Examining various celebrations and occasions, it demonstrates classic and contemporary designs with step-by-step instructions and over 600 full-color photographs.

About the Author Sandra Adcock is the author of Commercial Floristry. She is an independent florist and lecturer, who teaches at a leading horticultural college. Adcock is a holder of the Society of Floristry's National Diploma in floristry and a fellow of the British Florist Association.