

THE STORY OF



Hanneke Frankema
*'success doesn't
come easy'*

**TOP 10 FLORAL
TRENDS 2020**

**THE ART OF
BREEDING**

Alina Popa
*Unconventional
flower design*

*The wonders
of Africa*
*Let's go on
a journey*

**PEOPLE ARE
NUMBER ONE
THE KAIZEN WAY**

**THE VALUE
OF THE CHAIN**

**BAS MEEUWS
PLAYING WITH
THE UNREAL**



THE AMAZING WORLD

OF A DESIGNER FLORIST by Alison Bradley

How often do you hear the phrase Designer Florist? As the editor of an international floral design magazine, I hear it all the time but what is a designer florist? Nowadays there are so many labels applied to florists many of which are very confusing. Botanical Artist, Floral Artist, Floral Designer ... Designer Florist - the list of self-accredited titles is almost limitless. In real terms, we at Fusion Flowers magazine look for someone that shows genuine originality combined with excellent technique but there is something else that is less easy to describe. A certain Je ne sais quoi! You know it the moment you see it - at least we do! I can still recall the moment that the subject of my story stepped out on to a stage in Copenhagen, Denmark. It was our first meeting and without question - this was a Designer Florist and one that was destined for great things.

A Legend Discovered

Every week we receive portfolios of designs many of which miss the point. When you apply to the editor of a floral design magazine the focus should always be on the flowers. You would be amazed at how few people realise that and become obsessed with make-up, dresses, models and even nudity when they present their work. The result is that the flowers become at best secondary and sometimes are even out of focus. Annette von Einem is based in Denmark and, although she is widely travelled, it is for her work with Danish fashion houses, events, catwalk shows and magazine features that she is best known. In fact, her work has graced the front cover for several issues of our magazines. What sets her apart is that, almost from the beginning, she realised not only the importance of great photography, good make-up that never distracts from the look she's aiming for and interesting models but atmosphere and themes too. Initially, she found a muse in the form of a beautiful blue-eyed model and a superb photographer. Annette cleverly combined original design concepts with beautiful flowers that enhance the look and the atmosphere. Almost inevitably, the editors of fashion magazines were drawn to her stylish



Annette at work

presentation of flowers. In fact, she was recently commissioned by the editor-in-chief of Danish ELLE magazine to create a flower wall and table decoration at the magazine's latest event.

Bringing the world of theatre to design

We first saw her when she gave a catwalk presentation in Copenhagen. Her audience were 99% florists and 1% media. Annette seized this opportunity to show what she is capable of. The designs, which were all over-the-top, clearly showed that she was aware of the latest flower availability and Trends. Each flower or piece of foliage that was used could clearly be seen and appreciated. A series of stylish models displayed her work and the music was upbeat and dramatic. The audience loved her presentation and she rightly received a standing ovation. Although she was delighted by this response - she knew that if she created something exciting and unique the media would cover it and we did! A star was born that night.

Nordic style that makes a statement

Without question, Nordic design is highly respected



within the flower industry and rightly so. Just look at the list of winners in international competitions and you will usually find a Nordic name that becomes an international icon. Annette has developed a style that combines the Nordic love of transparency with perfect use of colour and respect for the flowers but uses them for dramatic impact. A few years ago, she travelled to Singapore to take part in the bi-annual Singapore Garden Festival Floral Windows of the World competition. She not only won a Gold Award but Best in Show too. Her 'window' combined a single photograph of her muse with a series of 'floral windows' that altered as you walked by. It was a masterpiece of a myriad of small flowers with perfect colour harmony. The people who visited (500,000) loved the work.

Botanical knowledge is essential

One thing that Annette is passionate about is that the flowers she uses are top quality. She knows that a reputation can be made or broken based on what she

presents and how she presents it. Years of hard work and study have given her the knowledge of how to use her flowers and what will or will not work. Like many designers from the Nordic nations, she loves to work with nature and her table concepts are famous. Where possible, she works directly in water with flowers that are perfect for her theme. Nowadays she is so well known that she has opportunities that many can only dream of but that doesn't mean that she doesn't continue to keep up to date with new varieties that become available and changing styles. At the start of this article I asked the question 'What is a Designer Florist?' Quite simply it is someone with a unique vision and the ability to find their own direction in floristry. Above all things it takes dedication, hard work and an entrepreneurial spirit and Annette von Einem has all of the above and more. Welcome to the world of Annette von Einem.



Design for Bo Bedre



Design Annette Von Einem