

Bouquet

BUILDING TECHNIQUES



MASTERCLASS CLIFF'S NOTES:

- Amy started in the industry 20 years ago.
- She loves the foundation of floral artistry.
- She aims to answer the question of why when creating flowers.
- We need guidelines when we design.
- Physical and visual balance is so important in designs.
- We solve the design problem in the ordering sector.
- Evaluate your material to shift your work and elevate it to the next level!
- Amy started as a student and evolved into an educator.
- European spiral bouquet has powerful flexibility.
- Be intentional with your work, people, and pricing.
- We should be proud of our work.
- Be professional when you are presenting yourself.
- Your time is just as valuable as your physical product.
- The floral industry is always evolving. The training never ends and there are always new tools and techniques to incorporate into your business.
- You can use any flowers with the spiral technique!
- It is very important to clean your stems. Clean, clean, clean...and then clean some more!
- Overstuffing is a major pitfall when it comes to designing!
- You do not need a lot of floral tape when designing.
- Use line stems to create air and romance in your design.
- Generally, you should design your bouquet first, then adjust it when needed.
- Do not over grip your bouquet. Loosen the grip to prevent damage to your hand.

Amy Balsters is a classically trained, award-winning floral design educator with vast industry experience spanning two decades in retail floristry, weddings, and special events. She specializes in teaching the romantic inspired, "loose and airy style" and is the creator of Bouquet Bootcamp®, a comprehensive design course and hands-on workshop from her business The Floral Coach. Amy has taught all over the U.S. and has trained thousands of florists how to design more confidently and efficiently using professional design techniques.

Follow The Floral Coach on Instagram: https://www.instagram.com/thefloralcoach_/
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