



***Fusion Flowers – Weddings*** 4 – the difference is design!

***Fusion Flowers – Weddings*** magazine was originally conceived as an aid to the floristry industry both to inspire florists to broaden their skill base plus showing potential customers just what is available to them from the professional florist. This was hugely successful and each issue of the magazine has been considered a major breakthrough. Issue 1 sold out completely and Issue 2 is within days of selling out too! Our stock of Issue 3 sold out in record time and there are apparently only a few left with some of our distributors.



The concept certainly worked and it was down to us to find ways to continue to inspire the industry. So the search was on to track down new talent to showcase in the latest issue. Combined with this, the global economic downturn initially seemed to affect the bridal market but things are already changing and many florists have seen an upturn in business. The bridal work is certainly out there but now brides look not only for unique styles but value for money too!

In this 164 page issue we have brought together designers from China, Indonesia, Germany, Australia, Russia, The Netherlands, Finland, Denmark, Singapore, Norway, USA and the UK all showing new, inspirational ideas and techniques from their own countries. This mixture of styles is what makes *Fusion Flowers – Weddings* magazine so different.

New to this issue are sections on church decoration, table designs and there's even an insight into how to make a bridal archway from palm leaves. We tackle the subject of providing beautiful end products using flowers that are sometimes overlooked in bridal design but which, if used by the clever florist, can still offer the WOW factor whilst being highly profitable.



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