

Floristry: The Art of Creating Beauty with Flowers

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OPEN ACCESS

Keywords

Floristry, Floral design, Cut flowers, Floral industry, Flower arrangement

How to cite this article:

Patel, M. R., Sharma, M. K., Patel, D. A., Meghana, B. S., Lad, K. B. and Gauswami, H. B. 2026. Floristry: The Art of Creating Beauty with Flowers. *Vigyan Varta* 7 (08): 113-116.

ABSTRACT

Floristry is a creative and commercially important branch of floriculture that combines artistic expression with scientific knowledge to design attractive floral arrangements for diverse social, cultural and commercial occasions. Professional florists use flowers, foliage and decorative materials to create bouquets, wreaths, centrepieces and event decorations that communicate emotions and enhance aesthetic appeal. Modern floristry also involves customer service, marketing, postharvest handling and sustainable practices. International floral design styles such as Japanese, English, Dutch, Australian and Modern European have enriched the profession worldwide. With increasing demand for flowers in celebrations, hospitality and corporate events, floristry continues to grow as a dynamic industry offering significant artistic, cultural and economic opportunities.

INTRODUCTION:

Floristry is the art, trade and professional practice of handling, processing and arranging flowers for commercial and

aesthetic purposes. It combines scientific knowledge with artistic creativity to produce floral arrangements for weddings, festivals,

religious ceremonies, corporate events, hospitality, funerals and personal celebrations. Floral design involves creating aesthetically pleasing compositions using flowers, foliage and other plant materials such as bouquets, wreaths, corsages and decorative displays. Floristry plays an important role in enhancing the visual appeal and ambiance of social and corporate events, making it a creative industry with significant cultural and economic value (Dole and Wilkins, 2005; Hunter, 2013).

Art of floristry:

Floristry combines creativity with scientific knowledge of plant materials serving a wide range of purposes, including decoration, expressions of affection, commemoration and the communication of care and emotion. In contemporary society, across cultures and nations, trained floristry professionals assist individuals in selecting appropriate flowers and creating arrangements suited to specific occasions, cultural traditions and personal preferences. Through their expertise, florists help transform simple floral materials into meaningful gestures that strengthen personal relationships, enhance ceremonial events and provide comfort during moments of celebration.

Floristry education and training:

Established designers and artists train floristry students interested in floral design as a hobby or career. Through community colleges, private post-secondary vocational schools and professional florist trade associations, primary and continuing education in the floral arts is a major part of commitment to excellence in the craft. Continuous professional development enables florists to remain updated with emerging design trends

Training programmes generally include (Hunter, 2013):

- Plant Identification

- Floral design principles
- Wedding and event decoration
- Bouquet construction
- Preservation techniques
- Customer communication
- Marketing

Major International Floral Design Styles:

Across the world, different countries have developed different floral design styles that reflect their traditions, artistic philosophies and native floral resources. Understanding these international floral styles enhances appreciation of floristry while broadening the creative possibilities for professional florists and floral enthusiasts.

Japanese style:

Ikebana, originating in Japan is one of the world's oldest and most respected floral art forms (Hunter 2013). Best known for its simplicity of line



and form, Ikebana emphasizes balance, harmony and the beauty of individual plant materials. It has three parts of alignment: heaven (shin), man (soe) and earth (hikae). The style focuses on graceful lines and minimalism making every flower and branch integral part of the composition.

English style:

English Garden style is a traditional form of floral design where stems are placed in a radial fashion and feature abundant use of seasonal flowers and foliage. These designs are often done as low,



tufted mounds or taller vase arrangements that are all sided (360°), with minimal space between the blooms and foliage and incorporate garden flowers like roses, gardenia, camellia, delphinium and peonies.

Australian Style:

Australian floral design feature natural textures, asymmetrical forms and earthy colour palettes inspired by the country's diverse landscapes and native flowers like banksias, eucalyptus, grevillea and wrath.



Modern European style:

Modern European floral design departs from traditional symmetrical arrangements by emphasizing linear forms, asymmetry, contrasting textures. Modern European Style designs often incorporate unique, exotic or tropical flowers such as bird of paradise, orchids, anthurium and protea of the Caribbean and other exotic locals but may also employ more common blossoms, such as roses, gerberas and lilies.



Dutch style:

Dutch Style designs also involve contemporary and linear designs. It often features abundant greenery, irregular forms and seasonal materials arranged to resemble natural landscapes. The "Dutch Garden" style arrangement started in the early 1980s is a very good example of a



Dutch style arrangement. Stones, bark and mosses are used in these designs.

Role of professional florists in modern society

Professional florists contribute significantly to both the floriculture and service industries. Their expertise extends beyond flower arranging to include event planning, interior decoration and floral merchandising. The most important thing florists do is perform a fundamental function: they help people to communicate. Using the language of flowers, their talent and experience with color and their technical design skills, they can create and communicate the message with flowers.

Professional florists assist customers in selecting appropriate flowers for:

- Weddings
- Engagement ceremonies
- Birthdays
- Housewarming ceremonies
- Corporate events
- Hospital visits
- Memorial services

Their knowledge of floral symbolism, colour psychology and design principles enables them to create arrangement that reflect the purpose of every occasion.



Growth of the floristry industry:

The floristry industry has evolved significantly over the centuries (Darras, 2021), transforming from a traditional craft into a dynamic global business. The modern floral industry gained momentum during the 19th and 20th centuries, particularly Netherlands, which emerged as leader in commercial flower production, floral education and international flower trade.



During the COVID-19 pandemic of 2020-21, floristry assumed an even greater role as a means of maintaining emotional connections in the absence of in-person interaction. As *The New York Times* observed in lieu of saying it in person, were all saying it with flowers. This heightened reliance on floral communication contributed to increased profitability within the American floral industry. Notably, more than 80 percent of respondents in a survey conducted by the Society of American Florists reported higher holiday sales in 2020 compared with 2019.

CONCLUSION:

The craft of floristry or being a florist, involves various skills and creativity. A florist should be able to select flowers and other floral supplies and materials that will look good together (based on principles and elements of floral design or market demands) know how to handle and arrange flowers and plants so they will remain fresh as long as possible and would be desirable for purchase, which also involves knowledge of customers requirements and expectations. Continued education, creativity and sustainable practices will remain essential (Royal Horticultural Society, 2023; Verdonk *et al.*, 2023) for the future growth of the floristry industry.

“WHEN WORDS FALL SHORT, A FLOWER DELIVERY SAYS IT ALL”

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