

GLORIOSA ROTHSCILDIANA 'Tomas De Bruyne '

Patron : Princess Nora, wife of His Royal Highness Prince Saud, of Saudi Arabia



A FLORAL STAR IS BORN

Tomas De Bruyne
Floral Experiences Worldwide

St-Elooisstraat 105
8020 Ruddervoorde
BELGIUM
Tel: +31 495 233 869
info@tomasdebruyne.com
www.tomasdebruyne.com
Facebook: Tomas De Bruyne Gloriosa

A Floral Star is Born...

In the heart of The Netherlands for the past 12 years, a man who calls himself a « Gloriosaphile » has been working day and night on creating a rare, new flower variety which is to be revealed for the first time on July 1st in Las Vegas.

On the occasion of the AIFD (American Institute of Floral Design) Annual Symposium, where floral industry professionals from all over the world gather to celebrate and renovate their passion for flowers and floral design, the official world launch of the new flower will be hosted at the World Market Center, Las Vegas, at 9 pm on July 1st.

Collaborating with Accent Decor to produce this exciting event are sponsors Reineri, AIFD and the City of Las Vegas.

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The rare and very beautiful flower from the Gloriosa family is named after the world-renowned floral designer from Belgium, Tomas De Bruyne. Travelling the world to design flowers for the most prestigious clientele, and teaching his craft to literally hundreds of students from Russia to Singapore and throughout Europe and the USA,

Tomas is a long-standing ambassador of Gloriosa flowers, using their unique shape and form to add emotion and tension to his floral creations.

Richard van Ruiten, the Gloriosa breeder and grower in The Netherlands, and a fan of Tomas De Bruyne, decided to name his new flower after the designer in honour of the innovative work Tomas has produced with flowers in general and with Gloriosa in particular.

« Given the vast amount of labour and love that van Ruiten has put into creating his 'child,' giving it my name is not only an honour but a life-long adoption that I will cherish forever, » states Tomas. « I will strive to show my greatest respect and passion for this unique flower in my future floral designs, » he continued.

Van Ruiten's « flower-child » is destined to be a star. Already mingling with nobility, the floral star has a royal Patron, Princess Nora, wife of His Royal Highness Prince Saud of Saudi Arabia. “

It is an honour to have Princess Nora's patronage of my flower,” Tomas says, “and I thank her graciously for her valued support and encouragement.”



Accent Decor, renowned for their ever-evolving selection of high quality containers, glassware, ceramics and accessories, is also sponsoring Tomas and the floral launch. Passionate about providing their customers with the best and newest products, the company owners, Sarah Hofland, scour the globe every season to build a new collection on the leading edge of today's trends. Tomas will be using a selection of their containers for his presentation and exhibition.

« Gloriosa is the 'diva' of flowers, » Tomas insists. « This is why Las Vegas is such a perfect venue to launch my namesake Gloriosa. She deserves a center stage where 'she' can shine in the brightest spotlight. Furthermore, I am so happy that I can share this moment with my friends and colleagues, all gathered here for the AIFD, and particularly my European Master Certificate students who are my assistants. To be surrounded by them and work on this project together is a great experience for us all. It is a truly a memorable occasion, » he concluded.

Tomas De Bruyne offers floral design services worldwide, as well as demonstrations and teaching ; for details visit www.tomasdebruyne.com

For additional information, visit :
www.tomasdebruyne.com
www.accentdecor.com | www.AIFD.org
www.gloriosaflores.nl.

High res images available upon request
(to be selected from contact sheet of low res. images)

For further information contact :
info@tomasdebruyne.com



THE GROWER

I am very pleased that one of the world's leading floral designers, Tomas De Bruyne, is willing to put his energy and efforts into a product of mine. A product into which I have put so much of my own energy, time and love for the past 12 years to create. As a breeder and a grower, my passion is for Gloriosa, and I am most grateful that this passion is shared by Tomas and Reineri, the supplier. I am confident that our collaboration will bring increased awareness and appreciation of these wonderful flowers, worldwide. The "Tomas De Bruyne" Gloriosa is the newest addition to my "family" of Gloriosa varieties. The warm, dark-orange/ red color of this exquisite variety is derived from the Zimbabwe botanical family, Zimbabwe being the country of origin of Gloriosa. Its form is particularly elegant when in bloom and I must admit, it is one of my personal favorites. I am a "Gloriosaphile" and with my friend and flower, "Tomas De Bruyne," I look forward to welcoming many new friends across the globe to our fascinating world of Gloriosa flowers.

Richard Van Ruiten



INTERVIEW

HOW does it feel to have the Gloriosa grower and breeder, Van Ruiten, name his new flower after you?

It is always satisfying to be given recognition in your profession. The fact that both the grower, Van Ruiten, and the Dutch supplier, Reineri, are companies and people highly passionate about the quality of their flowers, makes this honor even more meaningful. Our visions match perfectly with regards to exclusivity, excellence and respect for flowers.

The combination of everyone's dedication and craftsmanship will only contribute to the promising future of this flower, and I will strive to convey these qualities in my designs.

Following the 12 years of labor and love that Van Ruiten has put into creating his 'child,' to give it my name becomes not only an honor but a life-long engagement that I will cherish dearly.

WHY are you hosting the International Floral Launch together with the AIFD at the World Market Center in Las Vegas?

Having a flower named after you is an exceptional occasion that you want to share with all your friends and colleagues. The AIFD symposium is renowned as an international gathering for those passionate about our field of work, many of whom are personal friends of mine.



As such, this was the opportune occasion for us to celebrate together the naming of my flower and in a place where we can launch it in the style it deserves.

Hosting the launch in Las Vegas of course adds an extra allure. The festive character of my flower fits perfectly with the glamour and atmosphere of Las Vegas. Gloriosa has a certain magic as a flower and it demands a center stage for its launch where it can shine in the brightest spotlight.

My sponsor, Accent Decor, has given me tremendous input, finding the fabulous venue, planning the event and providing the catering, to create a truly special moment for which I am very grateful.

Furthermore, the title of this year's AIFD symposium is "Passion" which could not be more fitting given my true passion for Gloriosa. This flower reflects my own ideas of "Passion"... It is "passion" that enables us to overcome obstacles, both real and imaginary ones, and to see the world as a place of infinite potential. The passionate spirit takes on every challenge and discovers an inner energy, a hidden power within ourselves, that we use to go far beyond our often self-imposed capacities and allowing us to clearly see who we can be, who we should be and who we will be.

So much passion! The AIFD could not be a more perfect partner to launch my flower, alongside my presentation.

WHY is Gloriosa your favorite flower and how do you like to use it in your designs?

Gloriosa is a "DIVA" among other flowers.

To respect a flower, you must allow it to express its personality, just like a human. Her personality shines through with dominance, elegance and sensuality. The combination of these different facets is intriguing. She won't blend into the crowd, but stands out in splendor.

Her form is different from any other flower; rich, strong and exclusive. With a protruding movement of the petals and external stamens, her shape is fascinating for a designer. Her color exudes power, energy and warmth. Her texture is sensual. Her stems are also worth mentioning; she grows elegantly upwards, attaching herself as she climbs with an art-nouveau-like movement onto others for support. She claims her space among other flowers and foliages without arrogance due to her unique form, color and texture – the three primary elements of design.

And as magnificent as her visual beauty might be, it is her remarkable medicinal properties that have made her historically renowned and set her apart from other flowers.

With pride, grace and self-assurance, she blooms to share her beauty to the eyes of her audience as the "Diva" enchants the ears of opera-lovers.



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WHAT are your future plans for using the “Tomas de Bruyne” Gloriosa?

When working with flowers in general and with my designs in particular, I always aim to create an emotional and harmonious environment in which the beauty of each and every single flower can be expressed to the fullest.

In the same way, while ‘my’ Gloriosa flower will have a special place in my heart, I will strive to highlight her full potential in my designs, and hope that my friends and colleagues will admire her qualities as I do. I don’t promise to use her in all my designs, but I guarantee she will be treated with the greatest respect.

COMMENTS OF COLLEAGUES

Per Benjamin, Sweden

What great news that my colleague Tomas has been given the honor of having his name on such a wonderful flower as Gloriosa. The "Tomas De Bruyne" Gloriosa is a new variety of exquisite beauty; with its warm reddish-orange color, it is strikingly sensual and stands apart from other more traditional varieties, which is a description suitable for many of Tomas' designs. I look forward to seeing the results of Tomas' creativity, his delicate and innovative designs, with the new Gloriosa.

Jacques Castagne, France

A floral architect capable to creating the most beautiful constructions and subtle marriages of colour touching perfection, Tomas is an honorable agent of our art who remains humble and approachable; his designs are filled with a distinctive emotion. I am not surprised this Gloriosa carries his name; it is lively, innovative and boldly colourful, a bit like the artist himself...

Reginald Damman, Belgium

Gloriosa is a delicate beauty from the floral world and this variety is no exception... pure elegance! In floral design, Gloriosa lends itself to multiple styles and techniques, and in the hands of a passionate craftsman like Tomas De Bruyne, we can look forward to something truly spectacular.

Araik Galstyan, Russia

Looking at this beautiful flower for the first time, I have a clear vision of sunshine and warmth, flames of fire dancing and leaping. This new flower is a miraculous gift of nature and will undoubtedly secure a special role with many floral designers around the world. I also see a resemblance between the personality and character of this flower and its namesake, Tomas De Bruyne. It will be no surprise to see this exquisite flower becoming an important focus in Tomas' future designs.

Hitomi Gilliam, Canada

The Gloriosa Lily has always been my favorite flower. I have pitched its youthful beauty, its vivacious personality and its sense of confidence with the right amount of attitude. It is simply the perfect role model for what I would like to be if I were a flower! It seems perfectly fitting that an exquisite new variety of Gloriosa is to be named 'Tomas De Bruyne'. Tomas is one of my most respected colleagues – he has an incredible design mind, is a most committed educator and a dear friend.

Anson Law, Singapore

It is indeed a great honor for a floral designer to have a flower named after him. This expressive flower gives me emotions of life, youth and lots of sunlight... It appears traditional but with a modern twist. The warm, glowing colors perfectly portray your passion for floral design. I can see it looking exquisite in a delicate, modern bridal bouquet for a beautiful, young bride.

Mark Pampling, Australia

A flower named in one's honour is a rare privilege, yet one rightfully deserved and earned by Tomas through his generous contribution to the evolution of floral design globally. Tomas' ongoing quest to present his personal vision of beauty through flowers is perfectly captured by the qualities of the Gloriosa – intriguing and multi-faceted, with international appeal. Congratulations, Tomas, on the Gloriosa that bears your name with the same sense of respect and pride in which you hold the flowers of the world. I have no doubt this tribute to your talents, and the elegance of the flower itself, will inspire yet more of your signature designs which express beauty through your eyes.

Geert Pattyn, Belgium

Tomas & Gloriosa .. sounds like a perfect couple! Graceful, colorful and sometimes erratic, this unique flower with its curling tendrils will only be more beautiful in the hands of Tomas and his creativity. Tomas always manages to surprise us with his refined creations and the subtle ways he uses flowers. I am sure he will do this yet again with his own flower, making compositions that appear like miracles, on both a small and large scale. Along with many people who love flowers, I feel lucky to know Tomas personally as a friend and colleague who generously shares his knowledge and passion with us all.

Rob Plattel, Holland

'Gloriosa' and 'Tomas de Bruyne', the plant and the man, both carry in them two intrinsic qualities: the beauty of pure nature and creative design. The combination of the two in the coming to life of Gloriosa 'Tomas de Bruyne' is a golden master move. I'm sure in the near future we will have the opportunity to view more of Tomas' splendid designs where we'll see the best of both!

Gilles Pothier, France

Gloriosa is an elegant flower of great beauty possessing natural movement. Aerial, it gently positions itself in a bouquet like a butterfly. This distinctive elegance suits you well. Given your love of constructions, your work is always created with natural elements. With the purity of your designs, I don't doubt that results of great lightness and subtlety will emerge.

Tanus Saab, Brazil

This flower suggests the sense of fire to me. It also has the feeling of movement, and exotic beauty. With its vibrant hot colors, I think it will bring rhythm and excitement to any design. I envision its use with prominent wood structures for greatest impact, and I am sure it will have a significant role in the future of design, especially in your hands.

Daniel Santamaria, Spain

In my opinion, the essence of Tomas' design breathes a certain tranquillity, a gentle balance of harmony that simulates serenity. When arranging, Tomas plays with the feelings flowers evoke by their shapes and colors; he breathes lightness, life and emotion into his work. With the enduring shape of the Gloriosa, he will enter into a symbiosis; this flower exudes energy. The colors of the familiar cultivars of Gloriosa are already very interesting; this new variety shows a special combination of intense colour and warmth. I am sure Tomas will create some truly unique designs with this extraordinary flower and I can't wait to see them!

Jouni Seppanen, Finland

What an honor! And the tribute went to the right address. Tomas De Bruyne has always been one of my favorite floral designers in the world. I admire his creativity and sensitivity of the use of plant material in his work. I am convinced that this new variety of Gloriosa will produce stunning designs in the hands of Tomas, whatever he does with them!

Tom Simmons, USA

Unique, one of a kind, unparalleled, with unusual characteristics are words that define the Gloriosa. Those definitions are also synonymous with the inventive and creative talents of my friend Tomas De Bruyne. This new variety of Gloriosa not only becomes a new, exciting and distinctive product but will become part of the Tomas De Bruyne brand. Congratulation to you for the passion you so eloquently share with all of us with your designs.

Max van de Sluis, Holland

The Tomas de Bruyne Gloriosa is a flower with a great personality, and one that is perfectly suited to Tomas and his floral work. Exciting, unexpected, emotional and striking...
As an exceptional designer, Tomas will know how to respect this beautiful flower and use it creatively in his designs. We look forward to seeing more of this gorgeous Gloriosa!

Jan Van Doesburg, Holland

It is a wonderful idea to combine the beauty of an exclusive Gloriosa flower with the artistic talent of world known floral artist Tomas De Bruyne. An extravagance of architecture and refinement, combined with a spectacular approach and sense of exotic, can be found both in the work of Tomas and in this Gloriosa, "Tomas De Bruyne". A perfect match that will bring joy to the hearts of flower lovers and a challenge to Tomas in his future work.

Moniek Vanden Berghe, Belgium

Delicious, tropical, graceful Gloriosa. What an honor to have a flower named after you. Tomas, your tireless energy, your versatility, your enthusiasm and constant drive for our profession makes you a real international pioneer in floral design. Your positive energy and warm personality are reflected in the vivid, bright colors of this Gloriosa. I wish you both, you and your new Gloriosa, a long, exciting and successful life!

Nadine Weckard, Germany

I think that Gloriosa is the perfect flower for you as it wonderfully reflects your personality. It is charming and expressive, both alone or combined with other engaging flowers. Marking its own space, there are times it steals the audience's full attention and deserves a stage prepared to the finest detail. Gloriosa always makes a strong impression... Just like you... So you will know best how to present it to us.