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Expert Advice from

Tomas De Bruyne

FIND THE PERFECT FLORAL DESIGNER AND LET YOUR PERSONALITY SHINE THROUGH YOUR WEDDING FLORALS...

Do you feel, deep inside, that everything about your wedding should be more than just a plain business relationship? You're right to think so, as everything about the wedding industry does have a personal touch to it. Make sure the people you surround yourself with are looking out for you and your best interests. Knowing the right things to look for when closing your designer is important as it can set the path to a beautiful, unique event for you! Wedding design with flowers is a very personal business. And truth be told, there's no way around it as this type of floristry is related to the most important day in a couple's life. It is a day filled with emotion, personality, mood, intimacy or extravaganza and anything else you can think of, all at the same time. A floral designer can't take on a wedding event and not get personal. Flowers are emotions, and it's the reason why in the most important events of our lives, we choose flowers to speak for us. In this respect, it is the designer's job to translate the client's message through flowers. Starting with the big size installations for churches or venues and finishing with tiny, yet very significant pieces such as bridal bouquets.

ABOUT TOMAS DE BRUYNE

TOMAS DE BRUYNE IS A CELEBRATED INTERNATIONAL FLORAL ARTIST WHO HAS THE SKILL, KNOWLEDGE AND TALENT TO CREATE BREATHTAKING LARGE SCALE FLORAL ART INSTALLATIONS FOR A WIDE VARIETY OF CELEBRATIONS.

FROM ROYAL WEDDINGS TO BIG FAT INDIAN WEDDINGS, TO GRAND PUBLIC AND CORPORATE EVENTS.

EVERY CELEBRATION SPARKS HIS CREATIVITY AND CRAFTSMANSHIP.

HE ENVISIONS UNIQUE FLORAL ART IN EVERY EVENT HE CREATES AND HIS SIGNATURE STYLE FOCUSES ON GRAND ARCHITECTURAL AND CONCEPTUAL FLORAL SPACE DESIGN.

NO WONDER HE'S BEEN NOMINATED BY WEDDINGS & HONEYMOONS MEDIA AS THE WORLD'S LEADING EVENT FLORAL DESIGNER IN 2021.



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Tomas De Bruyne has been nominated by Weddings & Honeymoons Media as the world's leading Event Floral Designer

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HERE ARE TOP TIPS TO HELP YOU NARROW DOWN YOUR QUEST FOR A DESIGNER:

1. You must have good communication with the designer because that is vital for building trust. There is only so much you can control in the process and at the end of the day when the big moment comes, you have to be able to trust the people you have chosen to deliver the best possible outcome.

2. Research the designer! Dive into their portfolio and see what they have delivered before in their career. A good designer will be able to showcase not only nice pictures but also unique wedding concepts. And, I will let you in on a little secret: it is not so much about finding a designer that has a style you might like, but it is rather about finding a designer who is versatile enough to adapt to your needs. Because it means that he or she can translate each couple's personality better. A good designer can pick out the distinct signs of personality and still not lose elements of his or her signature style in the process.

3. If you go for a big wedding or a destination wedding, for instance, one of the most important things you have to consider is the capacity of that designer to choose the right collaborators, the right production company, oftentimes in a foreign environment. In this respect, again, a designer's portfolio can offer a lot of information that can guide you in your decision. For instance, if you have a designer who has worked all over the world, you can be certain that a destination wedding will not be a problem, while if you have a local florist who has rarely worked outside of their geographical area, that might constitute as a challenging project to take on.

4. I would point out that part of the communication process between you and the designer you choose is to make sure you are being asked questions. The right questions! I always advise my clients to be open to answering questions because there are so many things involved in floral design, starting from care and handling, to choosing the right botanicals, to building sturdy structures and implementing beautiful colour harmonies into the concept. So, if you find a designer who is asking questions and constantly being curious about non-flower related aspects, but rather details related to you, well that one is a keeper!

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photos by Kurt Dekeyzer (PSG)