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THE UK'S NO.1 BEST SELLING BRIDAL MAGAZINE

WEDDINGS & HONEYMOONS

Certificate of Excellence

This is to certify that

Tomas De Bruyne

Bespoke Floral Experiences Worldwide

has been featured as our
World Leading Floral Designer
based in Belgium in
Weddings & Honeymoons Magazine

Parry Cockwell

Parry Cockwell
Chairman



26 The Quadrant, Richmond-Upon-Thames, TW9 1DL

Q&A



Tomas De Bruyne

Selected by Weddings & Honeymoons as the best floral-event designer of the year...

Q WHAT CAN YOU TELL US ABOUT YOUR COMPANY?

We create conceptual floral experiences for large scale events. Our clientele is composed of people longing for extraordinary and unique architectural floral decors. We offer prestigious worldwide services and collaborations with the finest vendors of the global event industry. We help elevate events with floral staging. Every client is unique, and we strive to showcase that uniqueness through intricate and elaborate floral designs. After all, a rich and powerful visual experience turns the event into more than a private celebration. It becomes an unforgettable experience. The designs and execution are testimony of great creativity and artistic talent. They are architectural works of art where the magic of flowers is the main protagonist. Artworks like these always push the boundaries of what is possible. And because of their innovative character, they set the example for other designers.

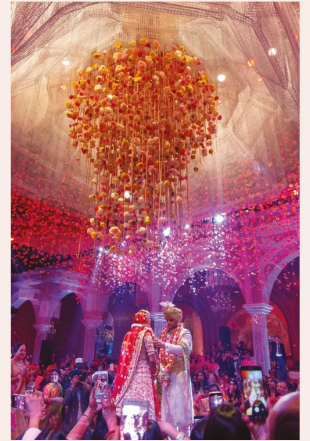
Q HOW LONG HAVE YOU BEEN A FLORAL DESIGNER?

Almost 30 years! When I was 20 years old, I decided to switch my career from the IT world to the world of floristry. I had an epiphany and found my medium of expression: flowers! The joy, passion, challenges and excitement of working with flowers helped me take the jump. They transformed my life completely, from a rational to an emotional world; and I've never regretted my decision since.

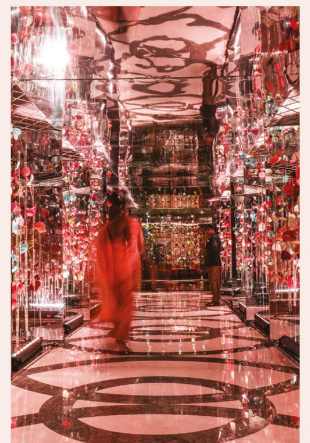
Q WHAT IS THE SECRET TO YOUR SUCCESS?

My ability to create a great story and to communicate it into reality whilst respecting the expectations of my clients. Investing time and attention in my clients helps me grasp their wills and wants and these come to life through bespoke experiences.

It's not only about the flowers, colours, shapes and forms but the interaction of all these elements which give the spectator the right experience. I start from the general picture and extract the elements to create it. My method is to start from the finished product and then fill it up with the minor details. My approach, with a good understanding of space, helps to mould the design elements into a concept. For me, this is a perfect cocktail to manage large scale events.

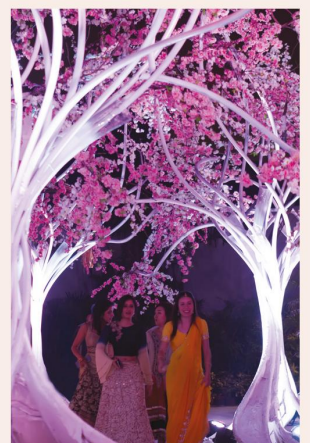


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My mind is constantly wondering how I can become better at what I do.
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Q WHAT IS THE BIGGEST EVENT YOU HAVE DONE?

That will be the event for the Mukesh Ambani Family from Mumbai, India. Their eye for detail and perfection is very impressive and I came into the equation to create a backdrop with millions of flowers for their wedding ceremony. The challenge was not only to oversee the project but to work with the massive design surface. Working with skilled professionals who understood the concept and were able to execute a two-dimensional design giving it a three-dimensional feeling, was a once in a lifetime experience. These events lift me creatively. Also, getting an appreciation from the family was nice, and this eventually led to me decorating their next private event.



Q WHEN DID YOUR PASSION FOR FLORISTRY START?

That's a great question as I believe in the magic of passion. Finding each time again and again the joy, the determination and commitment to proceed and grow in what you do is the magic of passion. That is the reason one of my passions is also sharing my expertise with the next generation through education, presentations and lectures.

At an age of 17, I met my girlfriend whose parents had a flower shop. To be with her, I was kind of obligated to help in the shop and thus, I got in touch with flowers. From sweeping, cleaning the flowers, to making my first simple hand-tied, I found my way up to express my creativity. Going to evening-school (as I had a day job) where theory and practice were given, I wanted to sharpen my practical skills, that's why I started to freelance by learning from the best who gave me a better insight into a conscious creative process.

Q WHAT DOES IT TAKE TO BE A WORLD-RENOUNDED FLORAL EVENT DESIGNER?

First of all, perseverance. Believe in what you do to accomplish your dreams. Be willing to take risks and step out of your comfort zone. Challenging yourself can be an enjoyable experience if there is passion for what you do.

Stick to your values and say no to certain projects or clients when they don't match your values. Believe that learning is valuable.

My mind is constantly wondering how I can become better at what I do. I observe and 'absorb' the expertise of people who inspire me. And nowadays, we have so many opportunities to do that, from reading books, taking online classes, following lectures, browsing the web, etc. I study my medium to understand its full potential.

I deliver what I am good at. I know I don't cater to everyone. My audience is small but it's in harmony with my idea of beauty and of event design. When I work with my clients, I don't have to worry about holding back. I can let my creativity flow knowing that my audience will understand. Of course, each client plays a huge role in my pieces. My work has to represent the client whilst staying true to my beliefs. This, I believe, is the recipe for success.

Q HOW WOULD YOU DESCRIBE YOUR DESIGN APPROACH?

CONNECT: Communication is always key when establishing a good relationship with clients. This first step of the process works as an icebreaker. It allows both parties to balance expectations, assess availability and whether we are the perfect choice for the event in question.

COMPILE: As we move on to the next step of our process, the dialogue goes more in-depth and in detail. We invite our clients to be part of a face-to-face inquisitive experience, whether virtual or real. We guide you through the process to compile an accurate and extended brief of your dream event. We are here to convey the message you want to deliver! At this stage, all pieces of information regarding your personality, your aesthetic preferences and your wildest dreams become the foundation we later build upon.

CONCEPTUALIZE: This is such an exciting part of the process, both, for us and the clients. Mood-boards, comprehensive inspirational visuals, narratives, scaled plans and colour palettes are part of the tools we use to help our clients truly envision the outcome of the event. Your event is always focused on the message you want to convey. Our job at this stage is to make sure that the message doesn't get tangled in detail, but that every detail upholds it.

CREATE: The journey started with just a few notes and, step by step, we got to the point where you can sit back and trust us with the final result. A professional team executes the design and we carefully supervise that every detail tells your story. Step by step, flower by flower, we compose a symphony of ideas that become your unique event experience! And we always aim for more than you could ever imagine!

We take pride in offering our clients stylish, elegant and unique solutions for their exclusive and prestigious events. This is the result of a carefully conducted process which helps us analyze our customer's needs, wishes, style and preferences.



OUR PRO

Tomas De Bruyne is without a doubt one of today's most talented floral event designers, specialized in architectural and conceptual floral design, customized for any space worldwide.

Tomas De Bruyne - Floral Experiences Worldwide is the perfect partner for wedding & event companies, decor & production houses, conference & festival organizers, event promoters, corporates or individuals looking to make their event magical and wanting to wow their guests and audience.

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