

BLOOM'S **View** WORLD

Floral Designer's Collection

The international lifestyle and trend workbook for floristry



www.blooms-world.com

BLOOM'S
PROFESSIONAL

autumn/winter
August 2016



spring/summer
January 2017



Floral design worldwide

For a long time now floral lifestyle has broken down national borders and, like fashion, interior design and art, is strongly affected by international influences. BLOOM's VIEW WORLD will be monitoring developments in the international floristry scene intensively and passing the findings on to you.

Great ideas twice a year

BLOOM's VIEW WORLD presents inspiring floral design, florists and designers, and showcase flowers and plants in exciting and appealing arrangements. A workbook for all those, who work with floral design professionally and with passion. The first issue of the year is published in January and contains trends, ideas and inspiration for the spring and summer season. The second issue comes out in July and covers autumn and winter as well as the Christmas season.

Inspiration in XXL format

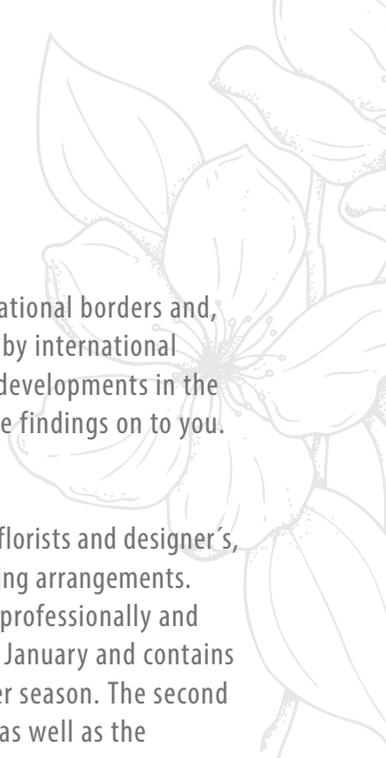
BLOOM's VIEW WORLD is much more than just a trade journal for florists. With its 176 pages in large format (23,5 x 33 cm or 9,25" x 13") it presents to the reader the entire splendour of floristic creativity in a particularly impressive way. It gives floral designers all over the world a valuable and comprehensive working tool that compiles the latest developments in the world of floristry.

An international magazine

The main languages in BLOOM's VIEW WORLD are German and English.

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