

# BLOOM'S WORLD

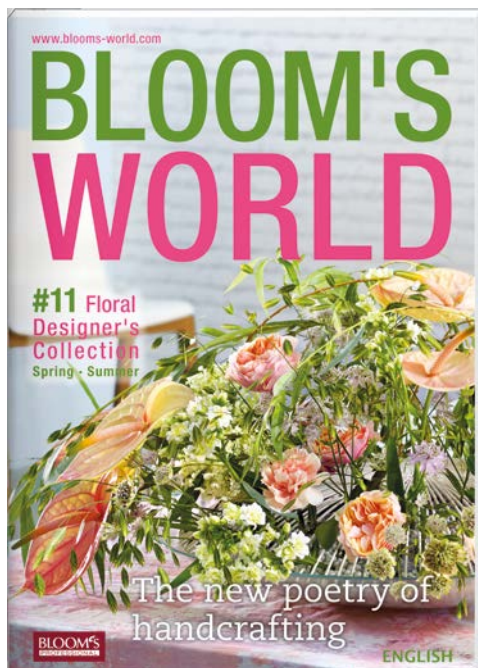
Floral Designer's Collection

The international lifestyle and  
trend workbook for floristry

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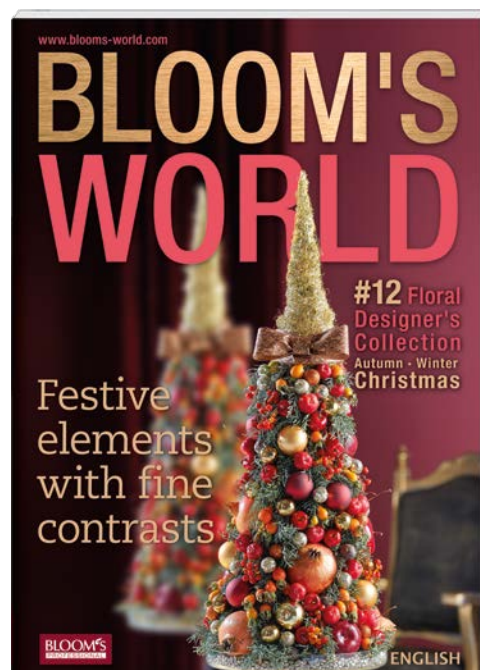


**BLOOM'S**  
PROFESSIONAL



Spring • Summer  
January 2016

Autumn • Winter • Christmas  
August 2016



### 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 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 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 seasons. The second issue comes out in August and covers autumn and winter as well as the Christmas season.

### Inspiration in XXL format

BLOOM's 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.

### Many languages for the whole world

The main language in BLOOM's World is English, with the most important information and tips additionally in French and Russian.

### Take advantage of our subscription

Subscribe to BLOOM's World and we will automatically send you each new issue as soon as it comes off the press. Please fill in the order form on the reverse.

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