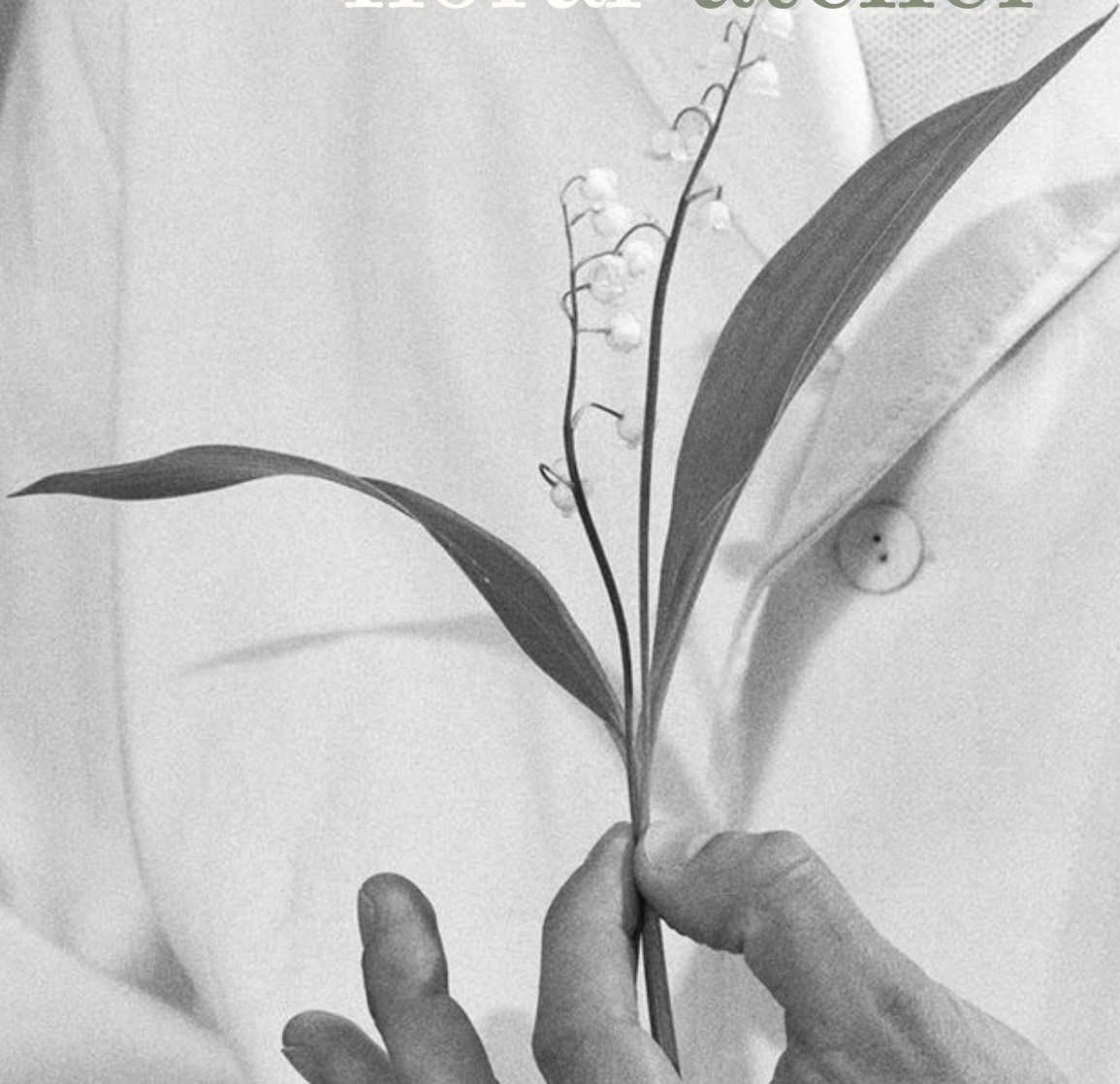


floral atelier



flor.  
blooming & flourishing

More than just a floral design course.

This is where you find inspiration, technique, and creative freedom. From simple bouquets to artistic arrangements, Flor helps you turn your passion into a solid skill.



282/7 Bui Huu Nghia, Gia Dinh ward, Ho Chi Minh,  
Vietnam

[www.florbyplantstalk.com](http://www.florbyplantstalk.com)

# a floral journey with us

## Floral Foundations *Beginner*

Designed for beginners, this course builds a strong foundation in floral design — covering essential techniques, flower care, color harmony, and the creation of balanced, elegant arrangements.

## The Art of Floristry *Advanced*

Created for those ready to elevate their skills, this course explores advanced floral styles, refined wrapping techniques, foam-free arrangements, and expressive floral artistry.

## Floral Installations & Large-Scale Design *Master*

Moving beyond bouquets and vase arrangements, this course focuses on large-scale floral creations.

Students will gain hands-on experience in designing and constructing impactful installations, including a professional floral arch.

# Floral Foundations

## Beginner Floral Design Course

*Essential techniques for a strong beginning.*

Number of sessions: 4

Duration: 2-3 hours per session

Fee: 9,000,000 VND

### FLORAL FUNDAMENTALS

Understanding flower and foliage characteristics

Techniques for keeping flowers fresh longer

Color harmony and composition principles

Introduction to essential flowers & materials

### BASIC BOUQUET TECHNIQUES

#### **Classic Round Bouquet**

European-style bouquet techniques: creating a perfectly rounded, elegant form

Maintaining a classic aesthetic while adding Flor's unique creative touch

#### **Natural-Style Bouquet**

Arranging flowers with a soft, airy, and organic feel

### BASIC HAND-TIED BOUQUET TECHNIQUES

Selecting the right **wrapping paper** for different bouquet styles

Fundamental **wrapping techniques** for a polished, professional look

### BASIC VASE ARRANGEMENT TECHNIQUES

#### **One-Sided Vase Arrangement**

Focused, directional design - ideal for reception desks, dining tables, or workspaces

Creating visual depth while maintaining elegance

Essential vase arrangement techniques



# the Art of Floristry

## Advanced Floral Design Course

*Advanced design, refined techniques, and creative expression.*

Number of sessions: 15  
Duration: 2-3 hours per session  
Fee: 29,000,000 VND

## THEORY & FLOWER MARKET VISIT

### **Exploring Materials & Inspiration**

Selecting fresh flowers, color pairing, and proper flower conditioning. Principles of composition, color harmony, and Flor's unique design approach.

## HAND-TIED BOUQUETS

### **Classic Round Bouquet – Flor's Elegance**

European-style technique for a perfectly rounded, luxurious shape.

### **Natural Round Bouquet – Effortless & Refined**

Airy, organic composition that highlights the natural beauty of flowers. Soft integration of foliage and accessories for a harmonious balance.

### **One-Sided Bouquet (Small) – Advanced Wrapping Techniques**

Focus on intricate details, ensuring a compact bouquet with depth and focal points.

Premium wrapping techniques for a distinctive and polished finish.

### **One-Sided Bouquet (Large) – Advanced Wrapping Techniques**

Combining a variety of flowers and foliage to create a grand, eye-catching arrangement.

Mastering refined bouquet construction and wrapping for a structured yet artistic design.

### **Hand-tied Bridal Bouquet**

Designed for the most special day, using premium flowers with a secure, elegant hand-tied form.

Techniques to maintain freshness and grace throughout the ceremony.

# VASE ARRANGEMENTS

## **Fundamental Round Vase – The Perfect Start**

Mastering essential techniques to create a full, balanced round arrangement.

Ideal for beginners or those looking to refine their foundation.

## **Natural Round Vase – Effortless Elegance**

A round composition with added freedom and movement.

Soft, airy, and perfect for modern living spaces.

## **One-Sided Vase – Graceful Focal Point**

Designed to face one direction, ideal for reception desks, dining tables, or workspaces.

Creates depth and visual impact while maintaining elegance.

## **Asymmetrical Vase – Artistic Expression**

A non-traditional composition emphasizing creativity and dynamic balance.

A striking interplay of flowers, foliage, and accessories for a bold visual statement.

## **Parallel-Style Vase – Modern & Minimalist**

Vertical floral arrangement emphasizing clean lines and sophistication.

A sleek, structured design perfect for contemporary spaces.

## **Sustainable Vase – Foam-Free Mechanics**

Innovative techniques for eco-friendly floral designs.

Blending sustainability with contemporary floral artistry.

# FLORAL STYLING FOR GIFTING & DÉCOR

## **Basket Arrangement – Effortless Romance**

Blending woven baskets and wooden elements for Flor's signature cozy charm.

## **Flower Box – Elegant & Thoughtful Gifting**

Maximizing small spaces with a refined, harmonious floral composition.

A premium approach to floral presentation for special occasions.



# Floral Installations & Large-Scale Design

*From intimate arrangements to statement floral installations.*

Number of sessions: 18  
Duration: 2-3 hours per session  
Fee: 50,000,000 VND

## THEORY & FLOWER MARKET VISIT

### **Exploring Materials & Inspiration**

Selecting fresh flowers, color pairing, and proper flower conditioning. Principles of composition, color harmony, and Flor's unique design approach.

## HAND-TIED BOUQUETS

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# ADVANCED FLORAL MASTERCLASS

## 3 EXCLUSIVE SESSIONS

### **Super-Size Floral Arrangement**

Master large-scale floral compositions with diverse blooms, foliage, and accessories. Achieve a perfect balance of structure and artistry for a striking visual impact.

### **Statement Floral Stand**

Create bold and modern floral displays with Flor's signature free-flowing style. Learn sturdy construction techniques and refined color coordination to craft contemporary centerpiece arrangements.

### **Floral Arch – Special Hands-On Session**

Master the structure and floral placement for arches used in weddings, events, and grand openings. Learn secure yet natural mechanics for breathtaking large-scale floral installations.



# why choose our floral journey

## HANDS-ON LEARNING

Practice-led training guided by experience.

## A REFINED FLORAL AESTHETIC

International inspiration, thoughtfully interpreted.

## MODERN & SUSTAINABLE DESIGN

Contemporary techniques with mindful practices.

## CONTINUED CREATIVE SUPPORT

Guidance that extends beyond the classroom.

## BESPOKE 1:1 COURSES

Private one-on-one courses can be thoughtfully designed and tailored to each student's individual goals, skill level, and learning pace.

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