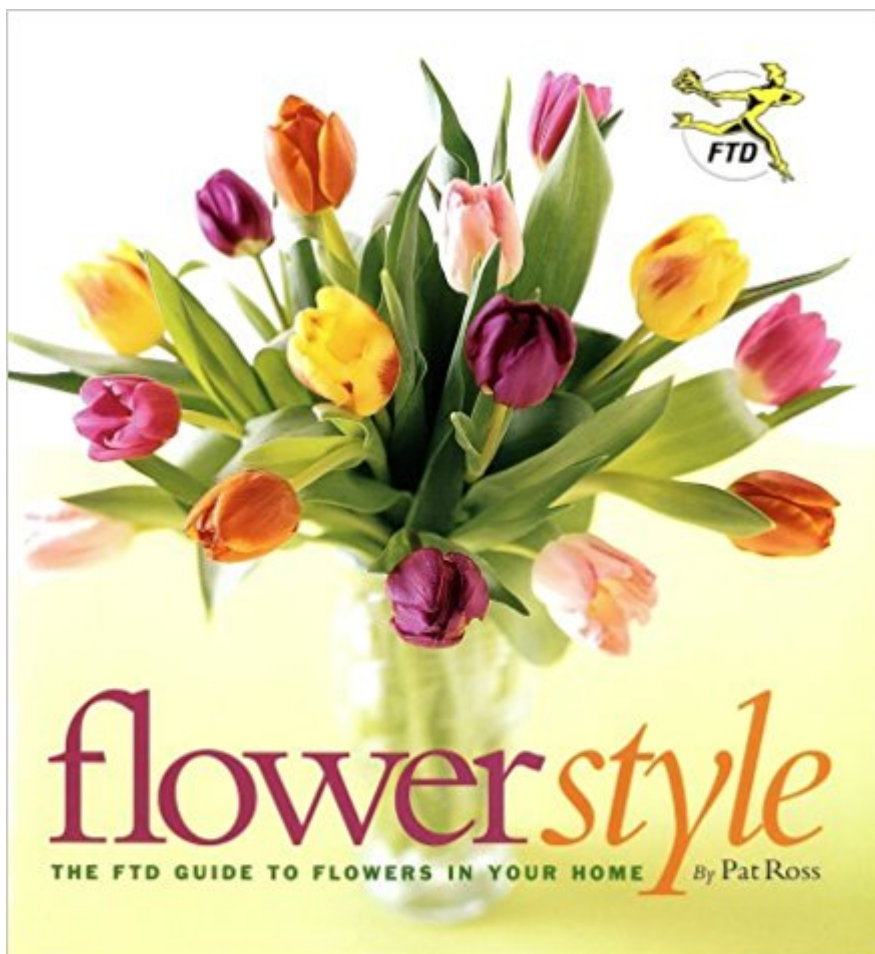




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Flower Style: The FTD Guide To Flowers In Your Home



Synopsis

FTD[trademark], the largest floral company in the world, combines the fundamentals of floral design and care with the basic elements of interior design to offer all flower lovers (and that's everyone) the knowledge, inspiration, and confidence to live happily ever after with flowers. Flowers are as much a part of our daily existence as holidays and the changing seasons. Flowers signal and celebrate all the major and minor events in our lives: in the home, flowers are as essential a decorating element as window treatments or floor coverings. But although everyone loves flowers, not everyone knows how to live with flowers -how to buy them, care for them, or display them. In *Flower Style*, home design and lifestyle author Pat Ross presents the fundamentals of choosing, arranging, and extending the life of flowers in your home. Whether you buy your flowers from a florist or a grocer or pick them in your yard, *Flower Style* shows how and where to place them for every room of the house. *Flower Style* is the only flower book flower lovers will need.

Book Information

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Average Customer Review: 3.2 out of 5 stars 2 customer reviews

Best Sellers Rank: #564,519 in Books (See Top 100 in Books) #151 in [Books > Crafts, Hobbies & Home > Crafts & Hobbies > Flower Arranging & Crafts > Flower Arranging](#) #492 in [Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Flowers](#) #45942 in [Books > Teens](#)

Customer Reviews

While overshadowed by the above presidential floridity, this guide in the name of the perennial nationwide retailer may have nearly the same brand recognition factor, if not the indirect endorsements. A bit too in thrall to Martha Stewart's aesthetic of handsome domestic backgrounds with objects perfectly centered in medium ground, this attractive and straightforward book will nevertheless help beginners distinguish an amaryllis from a zinnia. Ross has authored 15 children's books and 30 adult titles and seems to know what works, explanation-wise. Three sections cover

the basics of choosing, arranging and placing flowers; the tone of the book is serious but not without moments of levity: "For too many years, flower arrangements and ladies' hairdos had one thing in common: both were forced into stiff shapes." An explanation of the significance of different flowers may invigorate their once well-known language: choosing among bouquet of thornless roses ("love at first sight"), pink carnations ("I'll never forget you") and primrose ("I can't live without you") can be a question of semantics. With more than 175 color photos and a clear command of current styles, this book should appeal to those seeking a guide for every detail, from choosing scissors and cleaning stems to bathroom arrangements and growing bamboo. Copyright 2002 Reed Business Information, Inc.

Pat Ross's multifaceted career has included working in the publishing industry; launching her own retail business, Sweet Nellie, in Manhattan; and writing 15 children's books and 30 adult books, most notably on home design, entertaining, and gardening. She lives in New York City and Virginia. FTD[trademark], the largest floral company in the world, was founded in 1910. FTD[trademark] connects approximately 19,000 North American retail florists with customers and supports an international floral delivery network of 50,000 affiliated FTD[trademark] Florists in 150 countries, creating floral arrangements for every occasion. FTD[trademark]'s logo - the classic gold Mercury Man, adopted in 1914 - is one of the most recognized logos in the world and the floral industry's emblem of quality

Battery for the Toshiba does not hold a charge like it should

I would like to strongly suggest you DO NOT order from this company. My husband normally sends me flowers on Valentine's Day, but to my dismay, this year there were NO flowers. I felt so sad and hurt, but it turned out my husband did order it but FTD failed to send it on time. When my husband called and complained, a customer service agent (she seems to be located in some foreign country), replied with absolutely no compassion or care about it, "the flower shop was too busy today, you will get it tomorrow!", wow, I don't want it tomorrow. I am planning to refuse a delivery. So folks, if you want to have your flowers deliver on time, do NOT again do NOT use FTD, they are just awful!

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