

blooming news

Your seasonal guide to all that's floral



Trainee Profile: Kim Le

This season we profile Pearsons Florist trainee Kim Le who is currently in Module 2 of the PSF commercial course. A traineeship is similar to an apprenticeship. A trainee is employed under a training agreement, and undertakes a combination of workplace and classroom-based training.



Kim started working with Pearsons Florist in early 2010 and joined the school at the February intake. We asked Kim what inspired her to be a florist and how she is enjoying her journey so far.

"I remember visiting a local florist every week after school just to have a chat about flowers, floristry and florists. Every time I bought a bouquet and gave it as a present I always wondered how it would feel to have made it myself and be able to proudly give it as a gift. I have been working for about 5 months now; it's all about hard work, improving your style, placements, and timing. But when you become that one minute faster, or become more confident it's the best feeling to have!"

Flower of the Season: Kale

Kale or **borecole** is a form of cabbage, green or purple, in which the central leaves do not form a head. It is considered to be closer to wild cabbage than most domesticated forms. Most Kale is cultivated for culinary use as it is considered highly nutritious and a good source of vitamins in the cooler months but some varieties are valued for their highly ornamental shapes & colours. These varieties of kale are referred to as "flowering kales" and are grown for their vividly coloured leaves, which are brilliant white, red, pink, lavender, yellows, blue or violet in the interior of the rosette.



Kale is useful addition to many arrangements during the winter months as it provides vibrant colour and strong sculptural form. It is cultivated to have a very strong straight stem (useful in the floral world) and is stunning as the feature flower of a winter bouquet as seen here in this design from Pearsons current range.



Pearsons Florist - Textural Tulips featuring kale, tulips, leucadendron and organic wrap.

Source:
Fresh Cut Flowers Book &
Google Images & Pearsons
Florist Image Library

Floral Styling Tips – Winter White Basket

Just as we get used to the little nip in the air that Autumn brings it seems that too has passed and the days of Winter are upon us. Winter is the time we head indoors, a period of hibernation so it's a great time to bring a little of the outdoors in. Even if you don't have a lot of flowers you can use foliage and succulents with different textures and colours to create a luxurious and long lasting display. In our design we've used succulents, rich red leucadendron, pistachio anthuriums, white orchids, burgundy cordyline and silvery dusty miller. (Visit a Pearsons store or our website for a Winter Floral Styling Sheet)



School News...

Children with Cerebral Palsy say "Thanks Mum!"

This year for Mother's Day, a group of young children at The Spastic Centre in Sydney created their own flower arrangements with help from our trainer Amanda, pictured below. Pearsons have supported The Spastic Centre for seven years and will donate \$10 from every flower order when customers mention The Spastic Centre when ordering in-store, online or on the phone.



Budding Florist of the Term: Jenny Heron

This term's winner of the Pearsons Chic bouquet is Jenny Heron, who created this stunning design for a real estate ad in the Leader Domain and online video. (Pictured)

The *Budding Florist of the Term* competition is open to all current PCDC students and is an opportunity to share your experiences and achievements outside the classroom.

See the *Budding Florist* box in your classroom for entry forms.



What's happening in the world of flowers?

For flower lovers! - 17th Biennale of Sydney

The Beauty of Distance: Songs of Survival in a Precarious Age is this year's theme for innovative & contemporary art from all over the world. As part of this year's Biennale, 3 thought provoking works will be on display in the Royal Botanic Gardens from May 12th to August 1st. Be inspired by these artists! [Home | 17th Biennale of Sydney](#)

Flower Power



PCDC student, Jade Genner displays her skills with the laurel wreath she made for ANZAC Day. Jade plays for the The City of Queanbeyan Pipes and Drums. Send your photos to trainer@pearsonsfiorist.com.au

Royal Easter Show 2010 Update – Araminta Dunstone

"I entered the "Suprise Box" competition at the Royal Easter Show. Each entrant was given a box of flowers, foliages and sundries to create an arrangement to a theme in 45 minutes. The theme this year was Chinese Yum Cha Restaurant. We were given chinese steamers, red twigs, chrysanthemums, orchids, tulips, carnations (yes, everyone's favourite flower!), camelia leaves and some yellow and green stripey leaves. I scored 3rd prize! I am as proud as punch."

Araminta is a current PCDC student (module 4)



CONTACT US!

Are you a past PSF student and working in the floral industry?

We would love to hear how you are doing! Drop us a line and send us some photos of your creations to:

school@pearsonsfiorist.com.au

Visit our Students page to see what other graduates are up to
www.pearsonsschool.com.au

Shopping, shopping, shopping!

Florilegium Books

Get 10% discount when you show your Pearsons student card at Florilegium bookshop, 65 Derwent Street, Glebe. Phone 9571 8222 or see their online catalogue:

<http://users.tpg.com.au/florileg/web%20Cat%2034%20Xmas%202009.pdf>

Remember, after enrolling in any course at PSF you can enjoy;

- 10% discount from Pearsons Florist on flowers or sundries bought from any of our beautiful Sydney stores*
- 10% discount on future Courses for Fun from Pearsons School of Floristry

*City – QVB, MLC Centre, METCentre & Broadway, Chatswood Chase, Miranda, Bondi Junction and 50 Oxford Street, Darlinghurst.

NEW! Courses for Fun & Styling Sessions 2010

PCDC incorporating Certificate III in Floristry - July 2010

Come and attend a FREE Information Session during Winter. See our website for dates.

<http://www.pearsonsschool.com.au>

For further enquiries please contact the school on (02) 9550 7755.

PCDC classes start on the following dates:

Tuesday, July 27, 2010 – City campus

Wednesday, July 28, 2010 – City campus

Saturday, July 31, 2010 – Inner west Campus

Great Gift Idea!

A gift voucher from Pearsons School of Floristry is a perfect gift. Choose a flora single, full day session or 5 week course voucher and let the recipient choose the dates*

*Vouchers valid 12 months from purchase date



Courses for Fun – The Styling Sessions – Full Day Workshop

Event Styling

Sunday, 27th June – 10am – 4pm – City campus

Gift Styling

Sunday, 11th July – 10am – 4pm – City campus

Home Styling

Sunday, 8th August – 10am – 4pm – City campus

Wedding Styling

Sunday, 22nd August – 10am – 4pm – City campus

\$275 includes morning tea and lunch and all flower and materials!

Courses for Fun – Evening Hobby Series – Tues/Wed evenings

Bloom Series – 5 week series

Tuesday, 20th July OR Wednesday, 21st July – 6.30pm – 8.30pm

City campus and Inner West Campus

\$395 includes all flowers and materials!

Courses for Fun – The Flora 5 Week Series – Monday mornings

Flora Bunda- 5 week series

Monday, 19th July – 10.30am – 1.30pm – City Campus

\$550 includes all flower and materials!

Improve your skills! – Essential Floristry Skills – 5 days

The 'How to' of weddings, parties, anything...

Monday, 19th July to Friday, 23rd July – 6.30pm – 10am – 4pm
City Campus

\$1650 includes all flowers and materials!

A one week intensive journey into everything you need to know in setting up, styling and delivering for weddings and events

Be a florist...

Pearsons Commercial Design Certificate, incorporating Certificate III in Floristry

Become a work-ready florist in just one day a week, over a year!

Enrolling now for July 2010... Choose a weekday or Saturday class

Come to a FREE Commercial Floristry information session to find out more