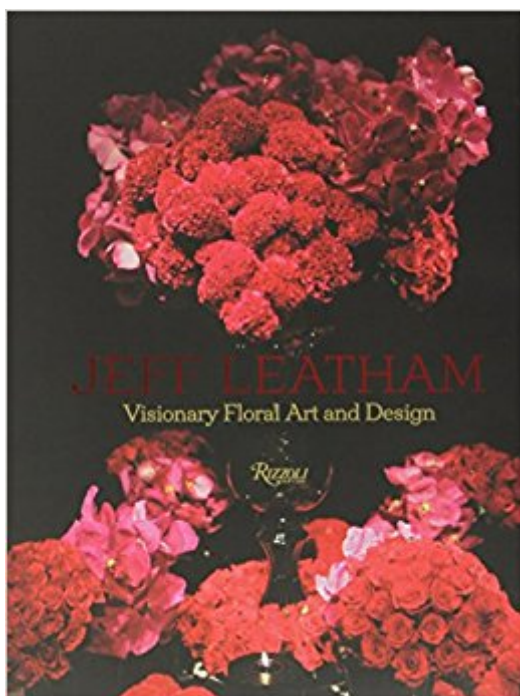


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# Jeff Leatham: Visionary Floral Art And Design



## Synopsis

A spectacular volume on the designs of Jeff Leatham, the floral artist to the stars. Jeff Leatham presents the next wave in designer floral arrangements. Leatham's freewheeling sensibility is rooted in upscale sophistication, earning him patrons as diverse as Oprah, Kylie Minogue, Tina Turner, and the Four Seasons George V in Paris. Collected within this volume are more than ten years' worth of floral masterpieces, from sensational parties to quiet intimate gatherings, all representing Leatham's unifying ideal that artful floral design can transform any space. Organized by type of event, from weddings to anniversary parties to personal birthday dinners, the book includes sumptuous and visually spectacular floral portfolios, together with sections by Leatham discussing his approach and techniques for every type of design. By laying out key elements to successful arrangements and encouraging risk-taking, his instructions are meant to inspire creations that are gorgeous yet boundary-pushing. Including more than 200 color photographs of magnificent floral sculptures, this volume is equal parts dazzling and inspirational.

## Book Information

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## Customer Reviews

"Welcome to the luscious floral world of Jeff Leatham. Jeff is the bold floral designer/genius who designs the haunting flowers that grace the lobby and rooms of the Four Seasons George V in Paris—they are easily the most influential floral designs of the last decade. Beauty is transporting. Jeff has captured these sensual moments in the book—which is a must for floral artists, event planners, wedding designers, and those who believe that too many flowers are never

enough. • "The Style Saloniste" Jeff Leatham, the artistic director of the Four Seasons Hotel George V, in Paris, has designed floral arrangements for the likes of Alexander Wang, Oprah, Hermès, and Givenchy. His new book, Visionary Floral Art and Design, displays his organic extravaganzas and the processes behind them. • "Boston Magazine" definitely on my list. • "Tabulous Design" this tome is abloom with breath-taking floral ideas. • "The Salonniere

Jeff Leatham is the artistic director of the Four Seasons Hotel George V in Paris and floral designer for such clients as Alexander Wang, Philip Treacy, Hermès, and Givenchy. Nadja Swarovski has been with her family's acclaimed crystal firm since 1995 and is lauded for commissioning contemporary designers such as Zaha Hadid, Ron Arad, and Tord Boontje to reinterpret Swarovski designs. Leatham and Swarovski have collaborated on Swarovski designs and produced many events together.

Gorgeous. I was fortunate to see his work at the Ritz in Paris.

Don't waste your \$\$\$ with this book. Pictures are blurry not so clear. It's a boring book, doesn't teach you anything. SAVE YOUR MONEY

The book is so beautiful, Jeff is a true genius and the book is "top book" on my coffee table. All the writing is matching the book beautifully! Bought a second one for Christmas present!

Beautiful photographs. I was hoping for some discussion of style or useful information to learn his techniques. This makes a beautiful coffee table book but not educational.

Fabulous, he is creative and especially the Hotel George Vth arrangements. Highly recommend this book to creative florists or anyone who wishes to showcase their own talents.

I LOVE Jeff Leatham's floral displays - truly amazing - a beautiful book

I am so pleased with Jeff's latest book! It is by far one of his best and it shows a lot of his beautiful works of which I'm a huge fan of. He's an extremely talented designer and I am utterly inspired by his works and creation. Truly a master of flowers indeed. I was so excited to get my book after

weeks of pre-ordering it. I highly recommend this book to all floral designers especially. Even non floral designer will be inspired and wowed by this talent. It is truly a must-have book.

It is a truly beautiful collection of floral arrangements that would make anyone take a deeper breath upon putting it in their hands and turning open the first page. Well done Jeff Leatham!

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