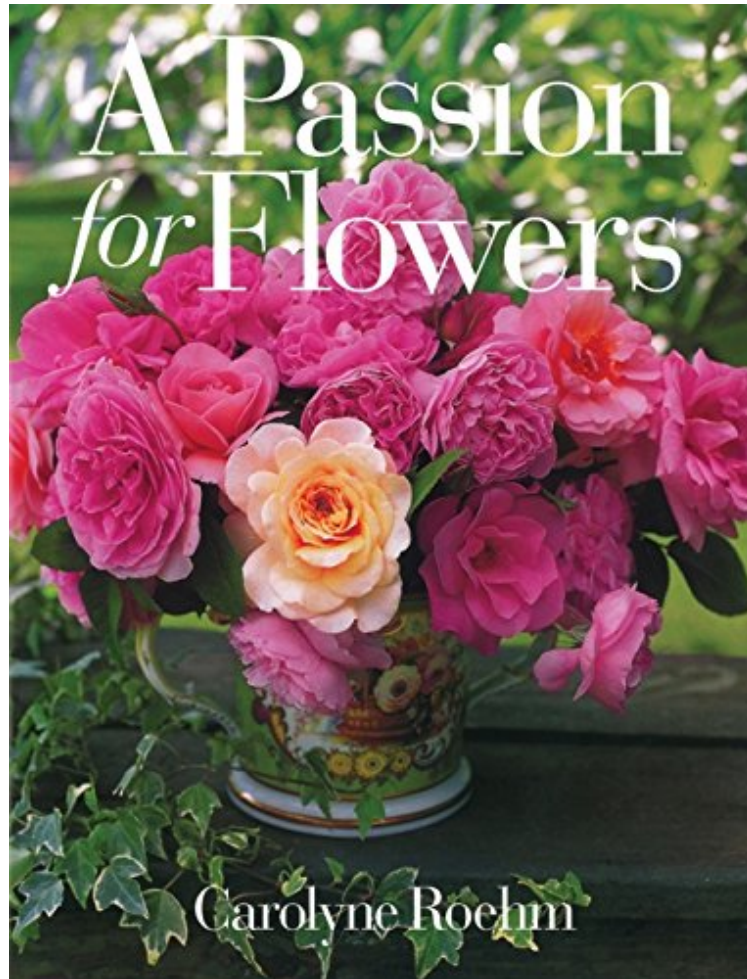


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A Passion for Flowers

Carolyne Roehm

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Carolyne Roehm : A Passion for Flowers before purchasing it in order to gage whether or not it would be worth my time, and all praised A Passion for Flowers:

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Nothing lights up a room like flowers. Whether it's baby's breath draped on a table at a wedding reception, clusters of daffodils in small pots scattered throughout a living room or a bucket of sunflowers on a picnic table, a strategically placed bouquet has the power to create a mood and make us feel special. Unfortunately, most of us don't know how to display flowers properly, and they often end up clumsily thrown together in a vase. In *A Passion for Flowers*, Carolyne Roehm teaches readers how to create arrangements that set off a flower's natural beauty. She discusses the overall features of dozens of the most popular flowers and helps readers understand how these elements relate to each other. Though the book is filled with ideas for brightening holidays and special occasions, Roehm stresses that the magic of flowers should be enjoyed year-round. Organized by season to profile the blossoms as they come into their glory, bouquet "recipes" with step-by-step instructions are sprinkled throughout along with special care instructions for more sensitive blooms. Sections detailing containers, conditioning flowers and elements of floral design are included at the end of the book. *A Passion for Flowers* features 250 breathtaking photographs and is a treasure trove of knowledge and inspiration that will help readers stop and smell the roses every day.

About the Author Carolyne Roehm, noted author and lifestyle contributor to *Good Morning America*, brings her gardening expertise to viewers weekly as the host of *Country Homes, Country Gardens*. In 1991, Roehm, who had always taken great pleasure in indulging and surrounding herself with things she loved, decided to turn her personal passion for beauty and comfort into a fulfilling career. A longtime associate (and neighbor) of famed couturier, Oscar de la Renta, Roehm began her own fashion business, setting her designs apart from many others in the industry with her unflagging insistence on only the finest quality materials. Her designs quickly found a home with discriminating consumers, as her first year alone saw revenues exceeding \$3 million. But Roehm's passion for beauty extended beyond the world of fashion, and she became determined to broaden her horizons accordingly. Following a stint at the famed Paris flower shop, Moulie Savart, Roehm took the knowledge she gained there and put it into practical use for the everyday gardener. Resulting from her considerable experience, she takes great joy in revealing the many secrets she learned to help everyone achieve a bountiful and beautiful garden. In 1997, Roehm published her first book, *A Passion for Flowers* (September 1997, HarperCollins Publishers) in which she detailed the experts' tricks to perfect gardening. A firm believer in luxury for everyone, Roehm feels that luxury doesn't necessarily mean expensive. Her breathtaking floral arrangements, for example, traditionally contain many common flowers such as carnations, marigolds, bleeding hearts, and Queen Anne's lace, which she collects from her own garden at her Connecticut home. Roehm applies the fashion lessons she learned to her flowers. The familiar cry of "accessorize" is as important to arranging blooms as it is to one's own appearance. "I can't tell you how often I've seen a dress ruined with the wrong accessories," Roehm explains. "It's the same with flowers. Even the most beautiful flowers don't work if they're in the wrong vase or placed against the wrong background."