

blooming news

Your seasonal guide to all that's floral



Graduate Profile: Kelly Jeans



With a background in marketing and events, Kelly decided to enrol in the Pearsons Commercial course, when she moved to Australia from the UK.

"My interest in floristry started when my sister and I were younger. My Dad used to buy us flowers. When I moved here, I really started to notice flowers and loved all the natives."

With the ease of going to school one day a week and still be able to continue to work, Kelly chose Pearsons for its location as well. Her goal when she started the course was to be good enough to work in a florist and learn enough to start her own business one day. Kelly started working for Dragonfly Floral Design during her course and now works for Primrose and Thyme in Cremorne.

Flower of the Season: Celosia



Native to Africa and Asia, the name is derived from Greek word 'kelos' which means burn. This is indicative of the fiery colours celosias come in. Ideal for use in modern arrangements and hand tied natural stemmed bouquets, these flowers may need to be support wired as the heads

are quite heavy. When purchasing, ensure that the flowers are full of colour and are fully developed. Strip all the leaves as these do not last as long as the flowers do. Celosias are heavy drinkers and require floral preservative in the water. Be careful when using celosias in wired wedding bouquets as they do not last in temperatures above 30 degrees.

*Source – Google images and Fresh Cut Flowers Book

End of Year Displays December 2009

Congratulations to our Pearsons Commercial Design students who recently had their end of year exhibits. Below are some of their artistic creations! We wish all students all the best in their floristry careers!



School News...

Information Open Day – 16th January 2010 (10.30am – 12.30pm) OR (1.30am – 3.30pm) – 50 Oxford St. Darlinghurst

Come along to our Information Session Day on 16th January (Saturday) and find out all about our Pearsons Commercial Course and get a preview of our NEW Courses for fun 2010! See inspirational floral demonstrations and get a chance to win a floristry workshop as well as some other special offers on the day!!!

<http://www.pearsonsschool.com.au/InfoSessions/InfoSessions/InfoSessions/Timetable.aspx>

NEW! Courses for Fun 2010 – Our school team have been very busy creating a whole NEW program for 2010! Entitled Courses for Fun (previously Recreational courses), the new courses will feature the following:

- The Styling Workshops - Full day workshops – 10am – 4pm
- Single Workshops - Saturday mornings – 10.30am – 1.30pm
- Evening Hobby Series - Tuesday and Wednesday evenings – 6.30pm- 8.30pm
- The Flora 5 week series - Monday mornings - 10.30am -1.30pm

For more information, check out our website which is regularly being updated with new information.

Budding Florist of the Term: Nicole Volker

Congratulations to Nicole who wins a Chic bouquet from Pearsons Florist! Nicole created these arrangements (pictured, right) for a funeral, incorporating yellow and white flowers.

Budding Florist of the Term competition is open to all current PCDC students and is an opportunity to create floral arrangements outside the classroom.

Thank you to everyone who put their entries in. We look forward to receiving more in the future for your chance to be the next Budding Florist of the Term!



Work Experience Review

Martin College Event – Thank you to Lois, Christine and Alison (Module 4) who all worked together to create a modern, parallel style arrangement for Martin College's Graphic Design exhibition evening on December 1, 2009. Tropical flowers and leaves were used together with bamboo sticks and donated this for the event!

Work experience in Pearsons Oxford St shop – Just a reminder to all Pearsons Commercial students that you are each entitled to 2 days of work experience in our Oxford St store. Get some hands-on experience and great advice from our lovely florist Megan and experience what floristry is like in a real shop setting! Call the shop on 8302 2200 to arrange your work experience day in the New Year!

Workshop helpers – a special thank you to all students who have assisted in recreational workshops as helpers. Your help and enthusiasm to participate and be part of the day are invaluable! (pictured below, Christmas workshop photos)



Watch this space!

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

Graduation Ceremony March 2010 – Just a reminder that all PCDC graduates of April, July, October 2008 and February 2009 will be having their graduation dinner and ceremony in March next year. Stay tuned for more updates soon!

Oxford St shop front – look out for the new and improved fit-out beside our Oxford St store in the New Year! We appreciate your patience whilst we go through this transformation.

Florilegium books – for all budding florists out there make sure you visit Florilegium. The book entitled '**Foliage for Florists**' previously only available in the UK is now available here. It is a great reference book and explains different foliage available for use with clear illustrations. The bookshop is located at 65 Derwent St Glebe.

Avail of your 10% discount when you show your Pearsons student card.

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

NEW! Courses & Workshops 2010

PCDC incorporating Certificate III in Floristry - February 2010

Come and attend our FREE Information Session Demo Day on 16th January and get a chance to win a 2 hour floristry workshop and watch great floral demonstrations! For further enquiries please contact the school on (02) 9550 7755.

PCDC classes start on the following dates:

Tuesday, February 16, 2010 – City campus
Wednesday, February 17, 2010 – City campus
Thursday, February 18, 2010 – City campus
Saturday, February 20, 2010 – Inner West campus

Attend 1 day a week for a year and be one step closer to a new and creative career in 2010!



Courses for Fun – The Styling Sessions – Full Day Workshop

Home Styling: Casual Soiree

Sunday, 17th January – 10am – 4pm – City campus

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

Courses for Fun – Single Workshops – Saturday mornings

Flower Philosophy

Saturday, 6th February – 10.30am – 1.30pm – City campus

\$165 includes all flower and materials!

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

Bud Series – 5 week series

Tuesday, 9th March OR Wednesday, 10th March – 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

Monday, 8th March – 10.30am – 1.30pm – City campus

\$550 includes all flower and materials!



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!

Classes start in February 2010... Choose a weekday or Saturday class

Come to a FREE Commercial Floristry information session to find out more – www.pearsonsschool.com.au