



Introducing
Pulbrook & Gould

EST 1956

PULBROOK
& GOULD

LONDON

Pulbrook & Gould is London's most prestigious florist.

We were founded in **1956** to bring the **joy and beauty of the English country garden** to the most sophisticated floral creations in the land. Today, sixty years later, we still do this, of course, but so much more as well.

Everything we do is guided by our **deep love for flowers** and our **long expertise** in how to combine the **natural beauty of their colours, forms and scents**. Our floristry is consequently characterised by **extraordinary creative statements** that have huge **personality, individuality and flair**.

Beyond the beautiful arrangements we create, we have used our roots and our years of experience to develop a more **complete and exclusive way of thinking about floristry**. We are very pleased to offer **consultation services** on how to make the most of flowers whilst entertaining and on how to use them to create lasting, artistic **interior statements**.

We love nothing more than sharing our passion for flowers. The rest of this book shows how this **passion, our heritage and our style** make our floristry so exceptional and make us creators of beauty and bringers of joy.

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Our heritage

Pulbrook & Gould was founded by Susan, Lady Pulbrook and Rosamund Gould, a florist trained by the legendary creative, Constance Spry. Weekending at some of the most wonderful houses in the country, they were captivated by the **joy and beauty of English flowers and the English country garden** and decided to set about bringing them to the most stylish houses in London.

From the start, **our style was more natural, experimental and adventurous** than that of other florists, and we have always understood the fundamental role that flowers play in creating a **marvellous interior and in sophisticated entertaining**. For over sixty years, we have continued this simple, terribly seductive idea and we are lucky enough to have set the floral scene for some of the **most iconic events, national and social, of the past sixty years**.

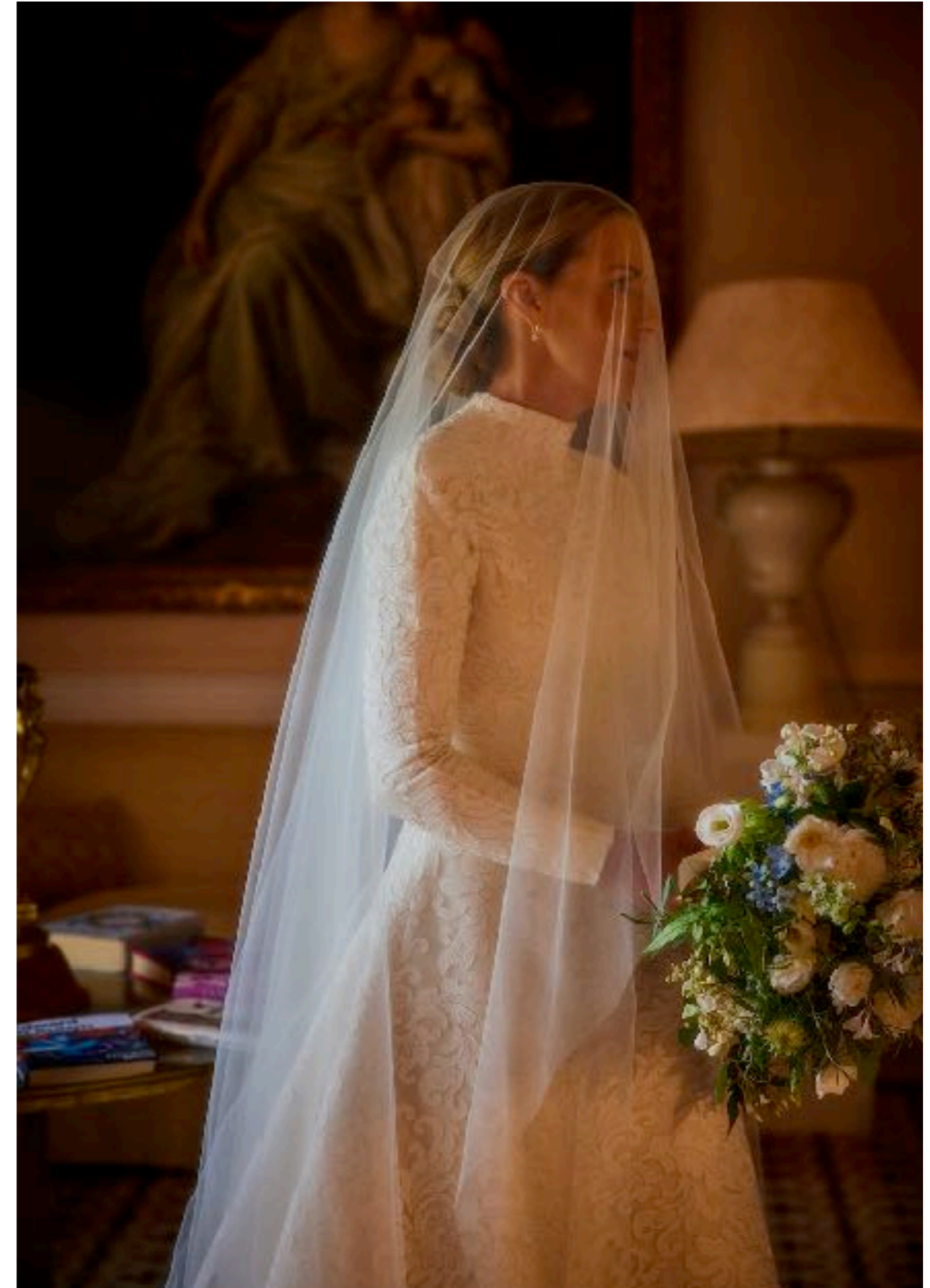
Since the company's birth, "**Pulbrook & Gould trained**" has become a **global standard in floristry** and we continue to thrill a truly discerning clientele with our creations, that are to this day inspired by the sensory delights of the English country garden.



Our founder, Susan, Lady Pullbrook

The wedding of Lady Sarah Armstrong-Jones and Daniel Chatto, St Stephen's
Walbrook, London, 1994





The wedding of Lady Pamela Mountbatten to David Hicks, Romsey Abbey, Hampshire, 1960

The wedding of Lady Pamela Hicks's daughter, India Hicks to David Wood, Brightwell

Baldwin, Oxfordshire, 2021

The wedding of Dame Diana Ring, 1982





Flowers are extraordinary. **Their colours, their scent, the way they look delight the senses and truly captivate us.** Flowers make a cold space warm, and make a beautiful space spectacular. Flowers help us to **express our emotions**, make powerful statements of love, generosity, friendship, admiration or sympathy. Our understanding of this goes into every arrangement we make.

Our style is still based on our founding principles. We capture the joy and beauty of the English country garden and turn it into **sophisticated, bespoke arrangements and bouquets.** Wherever possible we use **flowers that represent and respect the season we are in**, after all they are the freshest and most exciting.

We are still **more experimental** than others too, more vibrant, natural and generous, making our creations **somehow different and more eye-catching.** Whatever we do, we want every arrangement we create to capture the character and idiosyncrasy of the clients we are making them for, so that they express their personalities and make a **statement that is a beautiful as it is memorable.**



A classic Pulbrook & Gould arrangement, bringing the joy and beauty of the English country garden to the finest homes in the country.



A classic celebration of the English country garden.

Archetypal Pulbrook & Gould style.
English country garden meets English
country house.







A stunning white arrangement for an entrance hall.



Versatile, seasonal, stylish and always eye-catching.





A magnificent statement on a hall table.



A magnificent statement on a hall table.



Seasonal arrangements based on the English country garden



Seasonal arrangements based on the English country garden



A statement urn arrangement in a ballroom.



The perfect gift: Pulbrook & Gould bouquets and hatboxes.



Pulbrook & Gould's signature posies; small, intimate and beautifully designed. The perfect way to say thank you.



Valentine's Day by Pulbrook & Gould.



Christmas by Pulbrook & Gould - bespoke wreaths, beautiful centrepieces, seasonal arrangements and tree decorating services.



Weddings

Over the past sixty years, we have had the opportunity to dress some of the most **significant weddings** in the United Kingdom with floral creations that have become **legendary**. This has given us a deep understanding of the **protocol and flair** that is required to make a wedding day look **ravishing**.

The hallmarks of our wedding service are **finesse, attention to detail and extraordinary creativity**. As well as designing and creating the **overall scheme**, we pay close attention to **little things**, like making sure the bouquets are comfortable and in perfect proportion, and ensuring the scent in each room is captivating but not overpowering.

Most of all, our wedding floristry is a **reflection of the couple as they embark on their life together**. Whether it's a simple decorative scheme that covers a country church with cow parsley or an explosion of extravagant floral displays, we will always make sure that flowers will be as **romantic and emotional** as the day itself.



The bouquet: one of the highlights of the wedding day.



More bridal flowers; bouquets, hairpieces and corsages are all crucial details on a wedding day.



Church flowers; setting the scene for the day.

An overall wedding concept for the reception; from spectacular arrangements in urns to beautiful, intimate bud vases on the tables.





A spectacular urban wedding creations
at the Goring Hotel.



High creativity for an English country wedding.



Interior design

Throughout our history, we have worked with interior designers to create **thrilling creations for wonderful spaces**. A cleverly conceived, beautifully created display can make a **powerful statement** in any room and become an **integral part** of the interior scheme.

We use both **real and faux flowers** for our interior pieces, sometimes together, sometimes individually. For instance, we can provide **seasonally changing displays** to act as a focal point or we can help you create a stunning effect with one of our daringly contemporary **botanical creations**. These **everlasting pieces** are something of a Pulbrook & Gould signature, inspired by **dramatic flora** from all over the world. Our sculptor uses a combination of our exquisite faux florals, found natural materials and vintage containers to create works with huge character, warmth and startling originality.



A permanent arrangement for the bar at the Connaught Hotel.



Combining fresh and faux flowers to make a lasting interior statement.



Pulbrook & Gould's bespoke Christmas decoration service; interiors and trees.





Fantastic interior creations.





A signature botanical sculpture makes a perfect everlasting art work in any interior

Marine plants, shells, starfish:
a beautiful botanical sculpture in situ.





Entertaining

Flowers are a **fundamental part of entertaining**. They set the **right tone** and create the **perfect atmosphere**, of course, but more importantly, they can make a **guest's experience** of any social event truly magnificent.

What could be more wonderful than being welcomed to a dinner-party by a **spectacular arrangement** in your host's hall? Or seeing a perfectly laid table made ravishing with the **perfect centrepiece**? Or being amazed by a **brehtaking bank of floral creations** at a fabulous party?

We understand that flowers need to be at the **heart of entertaining** and can help you achieve the most **enchanting possible effect**. Our work is characterised by **sophistication, appropriateness** for the setting and the occasion, **creativity and uniqueness** and, of course, a good deal of **glamour**, and we will always make sure that our flowers make your party fabulous and divinely entertaining.



A peacock centrepiece.



Magnificent flowers, setting the scene for a ball at Claridge's.





Setting a glamorous scene for a party at Apsley House.



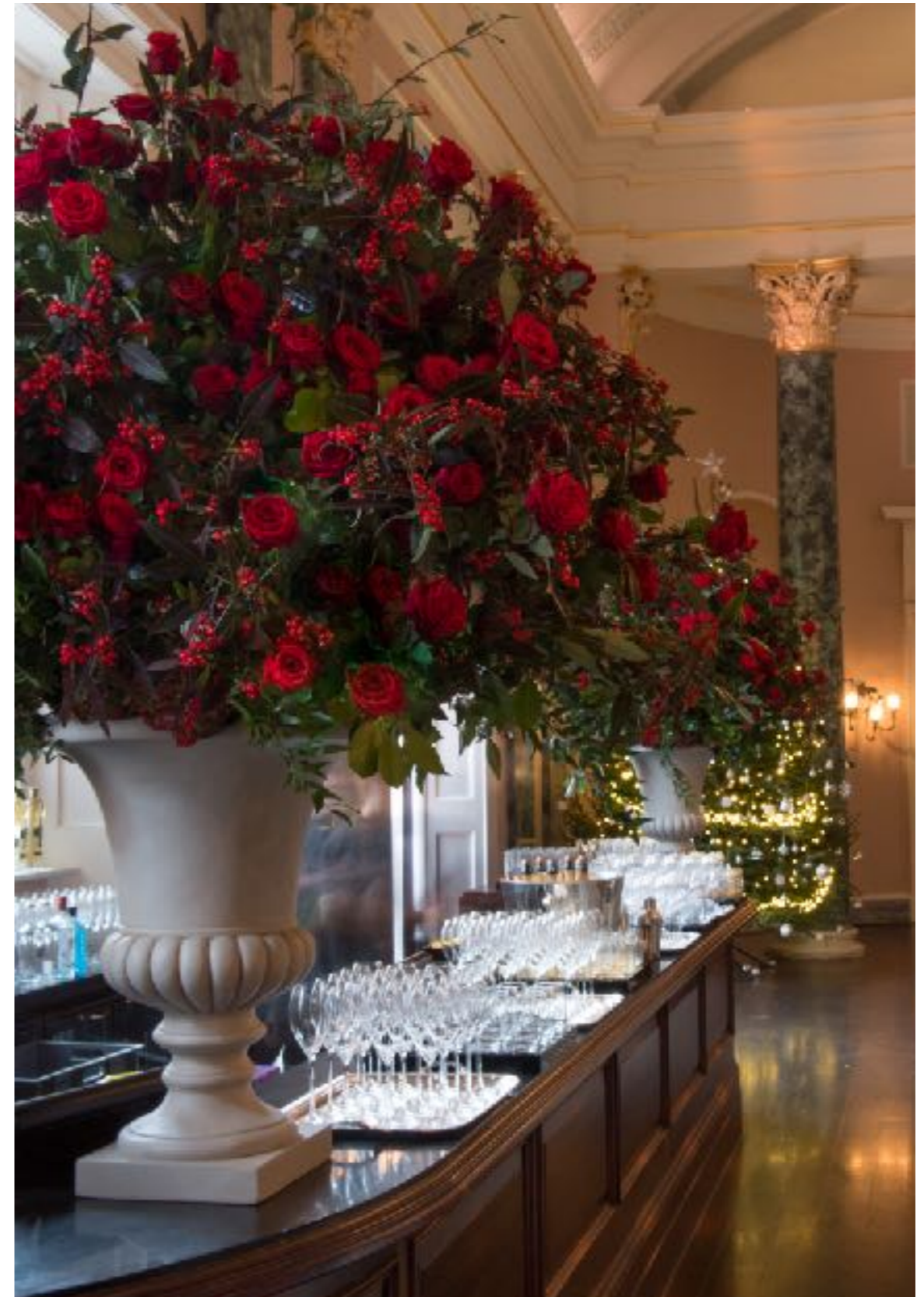
Table decorations for a dinner at the Wallace Collection.



A decoration scheme for a winter party.



A mixed group, predominately red roses, for a private party.





The art of the dining table

Throughout its history, Pulbrook & Gould has been renowned for its expertise in the **art of the dining table**. Beautiful **centrepieces** and **complementary arrangements** on serving tables in the dining room set the mood for any party, from the most **intimate supper to a grande soirée**.

As well as creating **bespoke flowers** for your event, we will **lay your table correctly** to complement your menu. We will adapt your dinner services, cutlery and glasses to create completely the **right tone**, whether you are serving à la française or à la russe, to create a **relaxed and comfortable atmosphere** for your guests to enjoy.



Flowers for friends. A centrepiece for a small luncheon party.



A table laid for a magnificent dinner party



Spring flowers for an intimate dinner at home.



Two tables laid for a wonderful celebration.





Simple flowers for a kitchen supper.

For more information about any of our
services, do get in touch with us at
sales@pulbrookandgould.co.uk or on
020 7730 0030

www.pulbrookandgould.co.uk - 42 Buckingham Palace Road, London, SW1W 0RE