



Jaclyn Lim

AGE: 32

COMPANY AND SITE:

The Bloom Room,
www.bloomroom.sg

NO. OF YEARS AS A FLORIST: 4

SIGNATURE STYLE:

An organic blend of quirky blooms in chirpy colours, evoking happy thoughts and sweet moments of love. Since I started the business in my twenties, it has evolved from a youthful desire to break away from the traditional notion of flower arranging. In the shop, I often craft my designs to music playlists – from Nick Drake’s autumnal, acoustic tunes to Belle & Sebastian’s wistful, whimsical melodies – compiled by my husband, Kevin. So, they tend to be subtly shaped by the songs I’m listening to at that point in time as well.



WHY DO YOU THINK YOUNG PEOPLE ARE GETTING INTO THE TRADE?

In the last few years, we have seen a rise in craft culture in Singapore. Naturally, there’s also a renewed interest in small, independent and craft-based businesses. People want to return to the simpler, hands-on way of life as an escape from the stresses of modern society. As the next generation no longer wish to be trapped in office cubicles, they’re leaving their cushy jobs behind and working with their hands instead. Of course, opening a flower shop is an attractive way to do so – you are surrounded by pretty blooms all day long!



When creating modern floral arrangements...

DO:

- **GO WILD.** Free-flow centrepieces are all the rage now. This means not being afraid to veer away from those tacky, tightly bunched balls of flowers. Concentrate on creating an irregular, organic shape while giving the arrangement more room to breathe. Then allow lines – such as a flowering branch – to extend outwards.
- **ADD TEXTURE.** A really simple way to create visual interest in your centrepiece is to add textural details to it. It could be waxy succulents, ball-like billy buttons or blue thistles with their spiky needles. Think of them as that conversation piece that jazzes up your home decor.

DON'T:

- **NEGLECT THE BACK.** As you add more flowers, loosen your grip and rotate the bunch so that you are not just focusing on the front. This means the gorgeous blooms can be viewed from all angles, making for a much more versatile arrangement suitable for most spots at home.
- **FORGET THE FOLIAGE.** Spend some time choosing the right seasonal greens, such as eucalyptus leaves or pittosporum. You’d find that they serve as a useful base to build on while complementing the flowers.



Heather Tan

AGE: 27

COMPANY AND SITE:

Poppy Flora Studio,
www.poppy.com.sg

NO. OF YEARS AS

A FLORIST: 3

SIGNATURE STYLE: Flowers are fleeting, and floral arrangements are about reinventing, spontaneity and translating my vision at a point of time.

WHY DO YOU THINK YOUNG PEOPLE ARE GETTING INTO THE TRADE?

For me, it has always been about doing things I love, and working with flowers just so happens to be one. Flowers have ephemeral beauty, and they have such a positive effect on people. The hundreds of thousands of flower species are the means to my creation. My personal obsession is manipulating flowers and exploring the unknown.



When creating modern floral arrangements...

- There are no hard and fast rules to a creation. Floral arrangements are an expression of emotions, and are very subjective – they are all about what the creator wants to express.

