

# Paula Pryke OBE

## BIOGRAPHY



*'Most brilliant Florist' - Evening Standard*

*'...one of the capital's most influential florists.' - Life and Style*

*'Best Florist in London' - Tatler*

*'Ambassador for the Florist Industry' - NFU*

**Paula Pryke** is a world renowned florist who has been based in London for nearly thirty years, with an enviable 'A' list clientele.

In 1988 Paula had a dream of opening a little flower shop in Islington. From these humble beginnings she changed the face of British floristry with a reputation for cutting edge innovative floral designs, attracting international attention.

**Paula Pryke Flowers** is now in constant demand to design flowers for everything from weddings and dinner parties to press launches, award ceremonies and government and state functions.

Initially **Paula's** style was embraced in Japan and America, but more recently she has been influencing floral design whilst working in Korea, China, India and South America, establishing her globally as one of the world's top florists.

**Paula** has written 16 books since 1993, which are sold internationally and have been translated into over 13 languages. She also writes for many magazines and is often on television in the UK and abroad; in 2004 she trained several ex-cons to open their own flower shop for Channel 4's *One Last Job*.

In 2014 **Paula** was honoured with an OBE in the Queen's Birthday Honours List for services to the Floristry Industry in recognition of distinguished and valuable service.

**Paula's** philosophy has been embraced in Europe, America and Asia where she is in regular demand for lectures and floral demonstrations and has run her world famous flower school since 1994. Her prestigious internationally acclaimed 'Career Course' has become something of a blueprint for flower courses around the country, offering a unique in-road into floristry for frustrated florists considering a career change as **Paula** herself once did.

**Paula's** latest book is *How To Plan Your Wedding*, published by Jacqui Small, January 2014.

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