



# Design Star: Lessons from the New York School of Flower Design

By Michael Gaffney

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**Design Star: Lessons from the New York School of Flower Design** By Michael Gaffney

- In the current economy prospective brides, party givers, and commercial businesspeople are looking for ways to create their own *sophisticated* arrangements rather than hire expensive third parties. With author Michael Gaffney's foolproof methods, Design Star brings readers into the world of the professional floral designer with secrets, tips, and formulae for great design, and step-by-step instructions on everything from Classic English design to Exotic Tropical design. Michael has been featured on the TODAY SHOW, the CBS Early Show and many other programs demonstrating his foolproof methods of design. His students have designed for film, fashion., weddings and large events from New York to Los Angeles. With over 400 color photos that detail dozens of start-to-finish arrangements, the book provides a beautiful display of finished arrangements for readers to replicate. It also guides readers through the basics of opening a flower shop or becoming a professional flower designer Design like the pros!

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#### Review

*The Best of The Twin Cities* says "Michael Gaffney has created a wonderful book on not only how-to designs but a look into the real world of the professional designer. *Twin Cities Monthly*

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#### From the Author

Welcome to the world of flower design! I started my career on Wall Street, but a chance meeting in a flower shop led me to my career in flower design over the past 25 years. Inside this book are the secrets, tips, and formulas used by top designers to create memorable designs that wow their customers. *Design Star* also gives you the inside scoop on running a flower business, a fast-paced, exciting world that few people ever get to experience. I also teach design classes with schools in eight cities across the country. Using the methods illustrated in this book, anyone is capable of producing attractive, professional-looking designs.

#### About the Author

Michael Gaffney started his career on Wall St. when a chance visit to a flower shop led to his career as a professional designer. With design schools in eight cities, his work along with his students has appeared in magazines, film, fashion shows and events around the country. Michael Gaffney has instructed many in the art of floral design. He calls many cities his home and in his spare time can be found in the barn with his beloved Thoroughbred horses.

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