



A WORLD OF FLOWERS
fashion, design and emotions

A high-profile event signed by the international stars of flower art, in a new, great area

A WORLD OF FLOWERS...

wedding runway by **White** magazine
with the presentation of the new trends

the lounge area will be divided into four
setups overseen by Hearst Group, publisher of
Marie Claire Maison

scenic ambiance by
Tearose

photo shootings
within dedicated sets



the great international schools will face one
another during **floristry demonstrations**

a big runway area will involve the prestigious
Italian Fashion & Design Academy
together with emerging and international **fashion
designers**, and it will present their new collections within
flower scenography by the great floristry masters

A WORLD OF FLOWERS...

EXPERTISE, Creativity, NATURE, Colours, Flowers, BEAUTY, Charm...

Flower-fashion runways, exceptional installments by **Tearose**, signature setups by **White**, flower contests with the great international masters of decoration, **art&craft labs**, **photo shootings**, refined music themes and a lounge signed by **Marie Claire Maison**, will give rhythm, energy and life to a new hall of the International Green Expo.

The **new flower trends** will find their dimension in a delicate mix of nature, inspiration and fantasy thanks to a combination of fashion shows and **branded compositions** within an exclusive **Indoor&Outdoor** Décor Area in an atmosphere of absolute **charm**. A twist of emotions, essences and colours will come to life in the most fascinating exhibition of beauty that will show the new **aesthetic trends** in floral creativity.

The most extraordinary and lively **Décor District** is waiting for you at Myplant & Garden, the most important window on the green industry.

