

WHO ARE WE?

LADYGARDEN is more than a florist - we are an ever-evolving experiment, and we love every moment of that.

Often using unusual and non traditional colour palettes, we test the boundaries of what is perceived as floristry and discover where that can take us. LADYGARDEN is an honest expression of modern floral design, influenced by founder Kai living and working in New York, Paris, Melbourne and London.

Our growing team work from a studio based in East London, creating abstract and sculptural floral installations and floral window displays for brands, offices, events and brand activations as well as international events and weddings.

This flower course is inspired by our founder Kai's personal experience and floristry journey.

Studying a classical and traditional diploma of floral design in a restricting environment left her feeling uninspired and depleted. Her journey from florist to founder has seen her work in multiple floral environments including studios, shops and freelancing across London, Paris, New York and Australia.

Over the last seven years she has become known for her experimental, modern approach to floral design with her techniques championed in her debut book FLOWER PORN.

This course is designed to empower you, guiding you through all the elements from flower care to group installation in a nurturing and non judgmental environment. Once complete, you will have an array of new skills and techniques to either pursue floral design as a career or utilise your new skillset in your own, creative manner.

"I want to transform your love for flowers into a crafted and hands on skill." - Kai Kaimins

The course is centred around hands on floral skills, and building foundations in modern design. This is suitable for complete beginners, or those who want to adapt their style to a more modern and sculptural look and aesthetic.

An optional addition of 1:1 coaching with Kai is available for those wanting more guidance on starting their own business. Ideal for those serious about starting or changing career and wanting to learn the logistics of running a floral business, as well as creative consultation and brand building.

Coaching will cover costing, budgets, wholesalers, attracting your ideal clients, creative consultation and brand building, understanding your audience, social media guidance and create a plan for getting you started! Coaching sessions are charged in addition to our floral course.

Coaching sessions with Kai are 60 minutes in length, and a minimum of four sessions (one per week) is required to book.

**WHY
LEARN
WITH US?**

A group of women are gathered around a table in a bright, airy room, likely a workshop or classroom. They are focused on working with various types of flowers, including white roses and pink blooms. The table is covered with floral supplies, including vases, containers, and tools. The background shows large windows and a sign that partially reads 'FLOWER'. The overall atmosphere is one of creative learning and collaboration.

**TRANSFORM
YOUR
PASSION
INTO A
PRACTICAL
*SKILL***

OUR COURSE OUTLINE

APRIL 19th -21st 2024

Friday :10am - 4pm

Flower Care, Colour Theory and palette creation, Where flowers come from, Supplier list and Wholesale Guide, Conditioning Flowers, Reflexing Roses, Hand Tied Bouquets (small, large) and packaging.

Saturday :10am-4pm

Ikebana mechanics and 101, Floral Sculpture Creation, Bud vase sets and Tablescape Creation, Group Installation (hanging cloud).

Sunday :10am - 4pm

Bridal focus: Bridal Bouquets, Bridesmaids, Wiring techniques including Button Holes and Corsages, Flower Crowns and Headpieces, Bar / Statement arrangements.



FAQ'S



- We will provide all tools, florals and vases for your course.

- All flowers and arrangements are yours to take home at the end of the day.

- Each student will also go home with a pair of their own floristry shears.

- We will have one hour break per day for a lunch. We have a small kitchen to warm up food should you want to bring this from home, or an array of delicious spots nearby to choose from.

- We strongly encourage you to bring along either a laptop, or notebook and pen to take notes along your learning experience.

- Please wear comfortable clothes with covered toed shoes, and be mindful that we may get messy. We often use dyed materials, which may get on your clothes if not careful.

- Bring a pair of gloves if you have very sensitive skin! This will help protect your hands when working with blooms.

- Day courses will run from 10am-4pm.

We will be in touch two weeks prior to your start date with your full, timed schedule for the week.



COST

3 DAY COURSE ... £2,200

OPTIONAL ADD ON: 1:1 SESSIONS WITH KAI (X4 60 min sessions)...
£1,100



PAST STUDENT TESTIMONIALS

MY LADY GARDEN SCHOOL SURPASSED MY EXPECTATIONS! A BRILLIANT, FUN EXPERIENCE RESULTING IN ME GAINING AN ABUNDANCE OF NEW FLOWER KNOWLEDGE. KAI WAS GENEROUS WITH HER TIME, INSIDER INFORMATION AND THE AMOUNT OF GORGEOUS FLOWERS ON OFFER TO CREATE OUR BOUQUETS. WELL WORTH THE INVESTMENT! - SARAH MOSEDALE

"HAD THE BEST DAY IF MYLADYGARDEN'S STUDIO IN HACKNEY. CAME AWAY FEELING TOTALLY INSPIRED AND WOULD RECOMMEND A DAY HERE TO ANYONE HOPING TO PLAY WITH FLOWERS, LEARN MORE OR JUST GAIN INSPIRATION. LOVED IT" - KELLY RUSSELL

I HAVE BEEN A FAN OF MY LADY GARDEN SINCE THE FIRST LOCKDOWN. I WOULD ORDER THEIR BOUQUETS EVERY NOW AND AGAIN TO CHEER MYSELF UP - THE FLOWERS ARE ALWAYS FUN AND ABSOLUTELY GORGEOUS. WHEN KAI ANNOUNCED MY LADY GARDEN FLOWER SCHOOL I JUST HAD TO SIGN UP, AND I AM SO GLAD I DID. THE INTENSIVE 5-DAY CAREER COURSE WAS A LOT OF FUN AND VERY INFORMATIVE. I LOVED THAT THE GROUP WAS VERY SMALL SO WE GOT ALL THE ATTENTION AND GUIDANCE WE NEEDED. I LOVED HOW KAI AND ELLE LET US BE CREATIVE AND EXPLORE. IT WAS A GREAT PLATFORM TO FIGURE OUT WHAT I LIKE IN FLOWER ARRANGEMENTS AND WHAT I WANT MY STYLE TO BE. YOU COULD FEEL THAT KAI GENUINELY WANTS TO SHARE WHAT SHE KNOWS AND HELP YOU SUCCEED. CAN'T RECOMMEND THE COURSE ENOUGH



TERMS

- **Places are allocated on a first come first serve basis and your place on the course is not secured until payment is received.**
- **The costs of the course do not include accommodation or travel fares.**
- **Upon completion of the google form, we will then send you a payment link, and you will have 48 hours to proceed with payment to secure your booking.**
- **For attendees choosing the payment plan option, the remaining balance must be made 14 days before the course commences. Failure to do so will nullify your place on the course.**
- **50% booking deposits made are non-refundable.**
- **The course costs include materials, use of equipment during the course, tuition and your own pair of shearers.**
- **All attendees must be able to attend the course at our Dalston Studio. We recommend using public transport as the studio does not have any parking facilities. Due to the nature of being a listed building, the studio is unfortunately not wheelchair accessible.**
- **We advise arriving at the studio 10 minutes early to ensure we start the course on time. We understand lateness can't always be helped but would hate for you to miss out on any of the course, so please do let us know if you are running late!**
- **If you are unable to attend the course due to exceptional circumstances please contact us at your earliest convenience. It is unlikely, however, that we would issue a full refund in this instance.**
- **During the time spent in the studio it is important that you follow all health and safety related advice, particularly when handling shears or any other equipment.**
- **You will be advised ahead of the course on appropriate attire - e.g. closed toe footwear. In the instance of attending in clothing that may be inappropriate for the work environment and we believe your safety may be at risk, you may be asked to source more appropriate options for commencing days.**
- **Should you have any existing medical conditions you feel we should be aware of please inform the team prior to booking.**
- **MLG Florals Limited has a zero tolerance policy with regards to racism, bullying and harassment. We are proudly a LGBTQIA+ positive space.**
- **Any pictures of the course that are posted on social media must make reference to Ladygarden and be tagged accordingly using the @myladgarden handle.**
- **No element of the course and course content can be duplicated/copied. All course content is the intellectual property of MLG Florals Limited.**
- **While we understand accidents happen; you may be liable for any damages you cause to the studio, any of MLG Florals equipment, any other course attendees person and property.**
- **In extenuating circumstances we reserve the right to amend course dates for reasons including government weather or health warnings. We will endeavour to give as much notice as possible.**