

Designer Profile



Robbie Honey, one of London's hottest florists, talks to us about poppies, peonies and his greatest pleasures

WHAT INSPIRED YOU TO BECOME A

FLORIST? I've always had an affinity with nature, and I've loved flowers from an early age. I remember being six years old and standing in a field of scarlet poppies and being totally blissed out!

WHERE DO YOU FIND INSPIRATION?

Africa is my homeland and much of my inspiration is drawn from there. The intensity and diversity of the African bush is awe-inspiring. I also get my ideas from fashion and art, and by surrounding myself with creative people.

HOW WOULD YOU DEFINE YOUR STYLE?

Clean and contemporary, yet abundant. I have been described as a style chameleon and I'm as comfortable creating traditional flower displays as I am doing contemporary flowers, which are generally considered my trademark.

DO YOU HAVE A FAVOURITE FLOWER?

This is a question I'm often asked, to which I usually reply that it depends what month it is. But truly, it has to be wisteria – even though it's not a cut flower I'm mad about its heavenly scented lilac blooms. To catch the scent of wisteria on a warm spring breeze... nothing beats it!

WHAT DO YOU ENJOY MOST ABOUT YOUR

JOB? Working with the people who inhabit the flower world, from the characters in the New Covent Garden Flower Market to the team of artisans who help me conceptualise and create my designs. Being surrounded by wonderful flowers is pretty amazing too.

WHICH TRENDS ARE BIG NEWS RIGHT

NOW? Eclectic collections of the same coloured flowers in different-sized containers are hugely in vogue for the coming season. White parrot tulips, narcissi, ranunculus and elegant stems of 'Crystal Blush' calla lilies create a beautiful springtime centrepiece.

WHAT FLOWER TIPS DO YOU HAVE FOR

BRIDES? Let the season guide you. Work with your florist to choose blooms that will be at their best for your wedding in shades you love. Flowers are key to the final look so choose them early in your planning and let their colour guide you when selecting your bridesmaid dresses, stationery and details, such as ribbons to tie around napkins.

WHAT'S NEW AT ROBBIE HONEY? We're continuing to build our online bouquet delivery service – a beautiful range of unique products that is now available for national delivery. I'm also hosting a series of flower schools to inspire people to create sensational flowers at home.

WHAT'S YOUR FAVOURITE WEDDING VENUE?

For a glamorous London wedding, the atrium at the Royal Exchange is just perfect. But if you're having a country wedding, nothing could be lovelier than a marquee in a beautiful English garden.

WHICH FLOWERS WOULD YOU CHOOSE FOR

YOUR OWN WEDDING? I think I would have to stand back and let my other half decide that! She loves old-fashioned English roses and sweet peas.

WHAT'S YOUR FAVOURITE TIME OF YEAR

FOR A WEDDING? It would have to be the spring – there are so many glorious flowers available; perfect sweet peas, heavenly peonies and wonderful roses abound.

WHAT HAS BEEN THE HIGHLIGHT OF YOUR CAREER SO FAR? Last year we did a party in Iceland using thousands of white roses – it was quite a challenge but the results were spectacular. The greatest pleasure, however, comes from helping each of our brides create the wedding of her dreams.

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Tablecentres
of hydrangeas, vanda
orchids and lisianthus

Hand-tied bouquet
of freesias, both
Robbie Honey