



DECEMBER 2020

IN FULL BLOOM

MEET THE BOTANICAL ARTISANS (AND THEIR CREATIONS)
MAKING WAVES IN THE WORLD OF FLORISTRY



Katherine makes little bundles of preserved foliage, flowers and seed heads and then attaches them to a wreath base with green wire.



PERPETUAL BLOOMS

Katherine Whitechurch of Suffolk-based Shida follows interiors trends to create bespoke arrangements using preserved flowers to complement a contemporary design aesthetic.

How did your passion for flowers start? My parents are keen gardeners, so as a child I picked up their love of flowers. I launched Shida in 2018 when I was styling my new home. I wanted a longer-lasting sustainable alternative to imported cut flowers.

Where do you find creative inspiration? Everything from interiors trends to woodland walks, an interesting colour palette or beautiful handmade ceramics. Floral design is now key for interior designers and fashion retailers, but can be enjoyed by everyone. Something as simple as arranging some pretty blooms in small vases brings such a sense of calm and well-being. I also find that Instagram is a great platform for engaging with our customers and I love seeing our flowers in their homes.

Pick a favourite flower... I love hydrangeas and it was these that first drew me to preserved flowers. They evoke memories of white-washed Cornish cottage gardens and I love being able to enjoy them all year round.

What's coming next for you? Having grown quickly from working at my kitchen table to moving into a new studio with a lovely team of florists, I'm enjoying developing our design process. I'm very excited about our newly launched capsule collection of everlasting wedding flowers and we'll be adding new seasonal additions throughout 2021.

■ shida.florist
@shida_preserved_flowers ■