

# ZITA ELZE

painting with flowers



## The Artist – Zita Elze

Zita Elze Flowers is no normal flower business – it is the showcase of a unique and passionate designer whose interests centre on garden design, interior and floral decoration.

Brazilian-born Zita Elze has taken the world of flowers by storm with her highly distinctive floral design style. Naturalistic, yet elegant, full of feeling and imbued with a deceptively simple beauty, Zita's work has a magical, almost dreamlike quality that speaks to everyone.

Zita's every design – whether for a large event, wedding or party or for the perfect gift bouquet - is unique, stunningly beautiful and powerfully emotive, shaped by an artist's feel for colour, tone and texture.

Since leaving South America in her twenties, Zita has spent her adult years in France, Germany and England. She studied artistic bookbinding in Paris, Interior Design at the KLC School of Design in London and then Garden Design at the Inchbald School of Design. At the RHS Chelsea Flower Show in 2009, Zita was awarded a Silver-Gilt award for her exquisite display "A Celebration of Life", which was featured on the BBC's show coverage and was Zita's first ever show design. Since then, Zita's work has been covered extensively in national lifestyle, wedding and floral design magazines, such as Country Living, Good Homes, Fusion Flowers, Wedding Flowers, Brides and Homes & Gardens.



## The Flower Shop – Zita Elze

Zita Elze Flowers in Kew is a sanctuary of seasonal flowers in the city, a secret garden. Here, Zita and her team will prepare a bouquet or arrangement from the flowers and foliage you select in the shop, or simply from a feeling you wish to communicate. Bouquets by Zita Elze can now be ordered online at [www.zitaelze.com](http://www.zitaelze.com) for delivery by courier within 24 hours to addresses throughout the UK. Priced from £40 plus post and packaging.

## The Zita Elze Flower Academy

The Zita Elze Flower Academy aspires to take students beyond the traditional, practical rules of floristry to harness their innate creativity and innovation. Students will learn how to find inspiration in their emotions, how to focus their creativity upon a clear concept, and how this will then shape the design process. The resulting pieces will be highly personal and individual. Course details can be found at [www.zitaelze.com](http://www.zitaelze.com)

## Contact Details

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