

Flowers In Fashion

ELLA ALEXANDER 11 November 2010

FLOWERS have inspired SHOWstudio Shop's latest exhibition. *Florist* sees a host of the design world's key players, including Giles Deacon and Vivienne Westwood, come together with their personal tribute to all things floral.

"Nick Knight has a long standing relationship with flowers - he takes still life shots of roses every year and sends them to people as Christmas cards," says Carrie Scott, director of SHOWstudio Shop. "Personally I started to thinking of flowers after seeing the way American artist Mary Temple's uses them in her work. Then Michael Howells did those incredible flowers at the Dior Couture show in the summer and I just started seeing them everywhere. The idea blossomed - excuse the pun. I thought 'If we don't do this we'll be missing a moment.'"

Other contributors include Stephen Jones, Gareth Pugh, Yohji Yamamoto and Julie Verhoevan, giving for a diverse and varied display of floral artefacts and designs. "I think we're really reducing things down at the moment and there's a turning towards beauty again," says Scott. "We want more romanticism, light and hope. Flowers do all that."