


# FLORAL

ART *by* ORCHIDS,  
ETC



Artistic expressions do take numerous forms from painting, music, sculpture, printmaking, filmmaking and possibly architecture which are all recognized to be the most popular forms.

Floral expression is an art form using flower depictions, bouquet arrangements prepared by professional florists, flower-bearing plants or any flower-related materials.



Founded in early 2000 Orchids etc has delighted it's clients and brought beauty into the lives of its customers.  
With a signature retail store, in Khar, Mumbai, we are working on building a community of plant lovers and patrons of Floral Art.  
We believe nature enlivens a living area or a work space and adds glamour and style to any occasion.

We are constantly innovating to bring you the best and most exciting concepts in the plant and floral world.  
Our design sensibilities for floral art are devoted to creating bespoke and customized designs.

Fresh flowers vibes brighten your soul and can create minimalist, and professional atmospheres.  
Our styles include: traditional, casual, romantic, retro, contemporary, etc.  
A la carte flower arrangements continue to be one of the main trends to achieve personalized and varied arrangements.  
We use flowers as a means of **expression**, to convey emotions, bring to life artistic ideas and share authentic values.



**ANJALI ANAND**

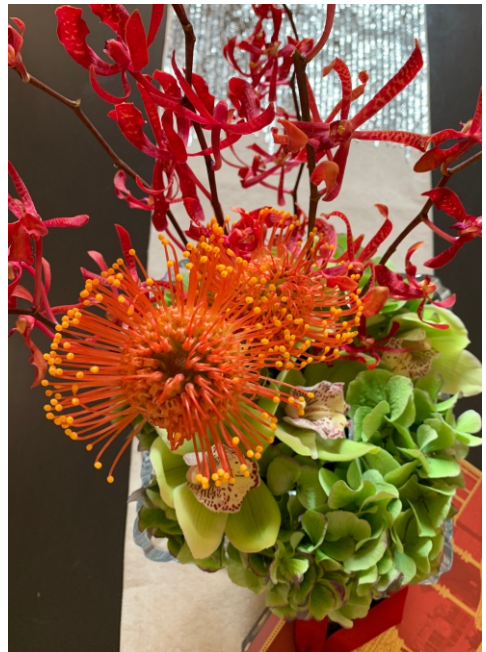
is the Principal designer and creative Director Orchids etc.  
She is a multi-media artist creating floral installations, paintings and  
home décor.

“What makes me the happiest is 'creating' - be it working  
with nature or colour and natural materials- in the form of paint, petals,  
leaves or branches...”





Our floral designs, arrangements or artworks connect people to the simplicity and sensitivity of nature. They touch you at your core, without having to say anything. Regardless of the age, gender or culture, floral art has always had an positive impact on people. It is pure emotions, there's no rational and that's what makes them so powerful.



## SCENOGRAPHY

Poetic settings that  
convey emotional stories.



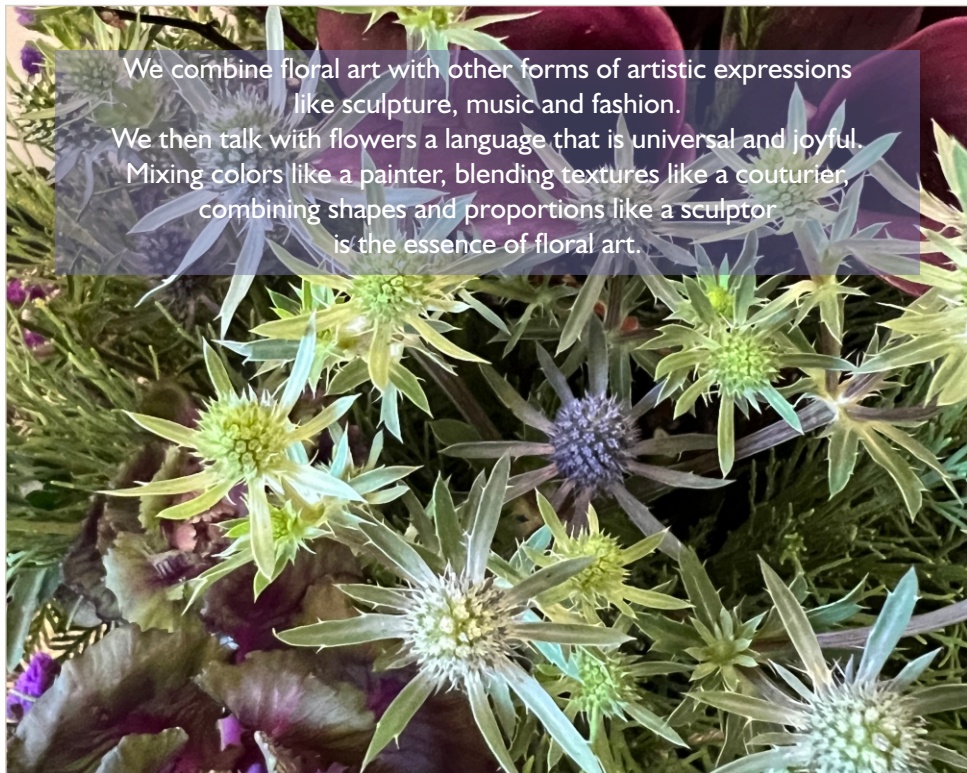
Inspiration comes from everywhere  
and creativity has no limits.

Our style is generous, poetic and  
audacious.

Finding inspiration everywhere,  
we constantly create links  
between floral art and  
other type of artistic expression.



We combine floral art with other forms of artistic expressions like sculpture, music and fashion. We then talk with flowers a language that is universal and joyful. Mixing colors like a painter, blending textures like a couturier, combining shapes and proportions like a sculptor is the essence of floral art.



# ORCHIDS, ETC

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