

# A Vision in White

with Annette von Einem

*Photography by Henrik Mark & Denis Bradley*

When deciding the line up of demonstrators who would take part in the Blomster magazine celebrations in Copenhagen, I suspect the clear intention was to show as much contrast as possible in the work. So far in this Nordic odyssey we had witnessed two of the world's great names in floristry; so just what would this innovative organisation conjure up next? The answer was – new talent!

Annette von Einem, although relatively well-known in Denmark and the Nordic nations for her competition successes, is not widely recognised on the international stage. At least that was the case up until her presentation at this event because her catwalk show brought the audience to their feet. There is absolutely no doubt in my mind that the representatives of the 14 countries who were present will view this young designer as a name to watch. Time and again Annette produced original, exciting concepts and a showcase aimed at looking at floristry for the 'fashionista' amongst us. The result was an eclectic and sexy catwalk production. A 'live for today' concept with some truly exciting designs and all white on white!

This was a highly theatrical presentation all the more effective because she effectively shared the stage with another designer (more of that in a later issue) but instead of featuring her work *on* stage, she, like Stein Are Hansen, elected to move the work out *into* the audience so they could appreciate it. Clearly the lady was very serious about her designs but there were slight touches of humour to be seen too. I, like many of the women in the audience, will never forget some of the decorated shoes that the models wore. High heels decorated with feathers, sequins, beads, pearls and, in some cases, flowers too; strutted past us moulting a few feathers as they strode past! I swear some of them looked like hybrid chickens!

There is no question that this presentation upped the atmosphere. You could feel a shift in the audience as the models then emerged bedecked in hats, necklaces, clothes, veils, parasols, handbags and more, to the sound of contemporary music. It had the WOW! factor in abundance.

