

Branch: Florist



Code: FLORIS

Option: Florist

Level : CAP

Prerequisites : First cycle study certificate

Opportunities :

The florist most often works in the retail flower trade, sometimes in markets, supermarkets or garden centres.

Description

This profession, which is mostly carried out by women, is currently experiencing a new development with the florist departments of supermarkets and garden centres. You need to be a bit of an artist to make bouquets of cut flowers, to create floral arrangements and to arrange green plants for flats. The florist's art consists of adapting his bouquets or floral arrangements to the nature of the events to be celebrated and to the wishes of his client. However, the job does impose certain constraints: working standing up in a humid environment and busy schedules (late evenings, weekends and public holidays). The day of this trader begins early in the morning with a visit to Les Halles to stock up on cut flowers, green plants and shrubs. He then has to transport them, taking care not to damage them, and store them in a place where they will not suffer from cold or heat and where they will have enough light. Then comes the phase of

preparing the shop before opening to the public: the flowers have to be sorted, arranged in bunches, etc.

The training focuses on knowledge of the different varieties of flowers, their care, how to prepare them and how to present them. During the course, the student learns how to make floral arrangements and to use the various tools and materials required.

The programme also includes notions of botany, pruning techniques, conservation, aesthetics (combination of colours, styles, shapes), drawing, sales and management techniques.

Quality and competences :

Have a creative and artistic mind.

Be manual and meticulous.

Good interpersonal skills.

Have a good knowledge of botany and horticulture to create floral arrangements.

Good management skills to keep track of orders and stocks.