



## Eddie Zaratsian

### Custom Florals and Lifestyle

#### Eddie Zaratsian

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- An inspiring collection of beautifully photographed intuitive, complex floral designs by a recognized master of his craft, Eddie Zaratsian

*Eddie Zaratsian* is a wonderful collection of complex floral design, showing the artist as a man of flawless taste and intrinsic imagination, who exudes a cultivated style and an eye for arrangement that is unmatched. Passion is his drive, creativity is his inspiration, style is his statement and devotion has created his success. Representing sophisticated art and expanding the definition of floral design, Eddie Zaratsian's cosmopolitan style has become influential in the field of floral aesthetics. Eddie stretches the boundaries of the usual to create arrangements that are complex, fresh, textural and perfectly edited. With his global perspective and attention to detail, he makes it his mission to take the ordinary to extraordinary new heights. His innovative, refined aesthetics, result in florals, installations and products that are natural, architecturally interesting, sophisticated and truly beyond compare. In this first monograph, a designer's portfolio and collection of nothing but masterpieces, Zaratsian's personality and multifaceted talent really shines through. A beautiful and inspiring art book that will undoubtedly engage the curious and the interested, whether client, casual reader or florist in search of innovation.