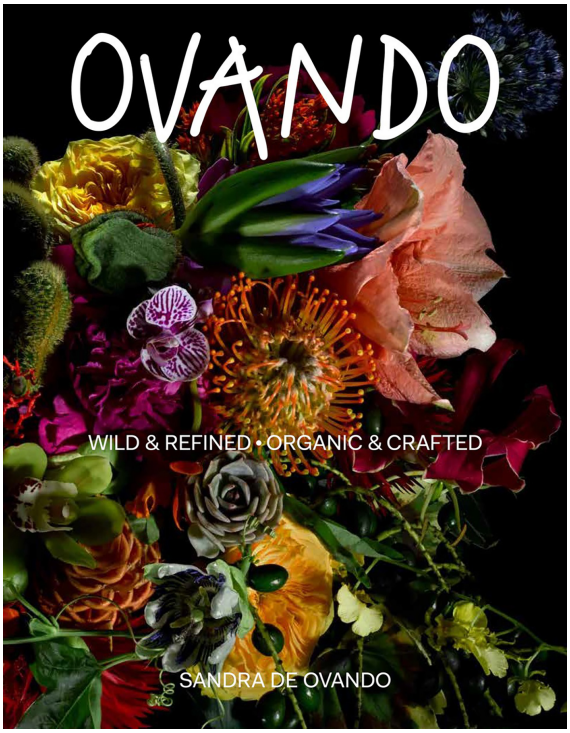
TITLE INFORMATION
Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



Ovando

Wild and Refined, Organic and Crafted

Sandra de Ovando

ISBN	9781938461804
Publisher	Pointed Leaf Press
Binding	Hardback
Territory	USA & Canada
Size	10 in x 12.75 in
Pages	176 Pages
Illustrations	120 color
Price	$80.00

- Founder's Personal Story – An intimate narrative of Sandra de Ovando's journey from Mexico to building a luxury floral brand in New York
- More Than a Portfolio – A storytelling-driven book that explores inspiration, heritage, and entrepreneurship
- Strong Brand Identity – Clearly articulates Ovando's philosophy: Wild and Refined, Organic and Crafted
- Distinctive Design Philosophy – Emphasis on striking contrasts (hard/soft, organic/crafted) that define the brand's aesthetic
- Stunning Photography – Features sculptural, immersive floral arrangements captured through compelling imagery
- Signature Style – Showcases iconic cacti, succulents, and orchids central to Ovando's identity
- Seasonal & Event Design – Highlights luxury seasonal collections and large-scale event installations
- Established Luxury Presence – Documents the growth of a celebrated brand with multiple high-end locations
- Art Meets Commerce – Positions Ovando as both an artistic vision and a successful luxury enterprise

Ovando: Wild and Refined, Organic and Crafted is a portrait of Sandra de Ovando and her vibrant floral design studio, Ovando. More than a portfolio, the book tells the story of her journey—from her upbringing in Mexico, where bold colors, rich traditions, and early experiences in nature shaped her artistic sensibility, to the opening of her first flower shops in New York City. Ovando, now a celebrated brand with locations in New York City, Southampton, West Palm Beach and Miami, Florida, blossoms on every page.

At the heart of the book is her design philosophy: a balance of contrasts—wild and refined, organic and crafted, hard and soft. Through striking photography, readers experience her immersive arrangements, each a world of its own. Featuring signature cacti, succulents, and orchids, seasonal collections, and grand-scale events, the book expresses Ovando as both an artistic vision and a luxury brand.

Sandra de Ovando was fated to become an influential force in New York's design milieu. Born in Mexico City to Spanish and Russian parents, Sandra fell in love with nature, flowers and bold colors at a very young age when she spent countless weekends gardening with her mother. "I was fascinated with the intrinsic beauty of flowers and loved to spend hours mismatching different colors, shapes and blossoms," she remembers. Later, in her travels throughout Europe and Asia, Sandra discovered exquisite flowers and plants, and from there, her love for design was born.

Lives in New York City. From Mexico City, MX

Publish date 23rd Mar 2027