3-day offline masterclass

MODERN FLORAL DESIGN LACY BIRD® STYLE

from world-famous studio of signature floristry Lacy Bird®



26 – 28 February 2027

Barcelona, Spain



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Complete 3-day immersion into the floristry field, with 9 hours of daily learning, accompanied by our leading experts in stunning **Barcelona**

FLORAL DESIGN ACADEMY

MEET LACY BIRD®

— a world-famous studio of signature floristry

Founder Sofia Veiber started floristry as a hobby. Her love for flowers, eye for aesthetics, and passion for delivering emotions through bouquets evolved into the unique Lacy Bird style and a powerhouse floral brand.

Over a decade later, Lacy Bird's signature sprawling bouquets are recognized worldwide, with floral shop customers across the globe using our photos as the gold standard for their orders



500 000 +
follow us on social media

15 000 +
bouquets and arrangements created annually

7 out of 10
clients return to us again

50 +
world-class experts in the team







LACY BIRD ACADEMY

— our educational projects

Atmosphere

It's what truly captivates our students. LBA is a sanctuary where you can fully immerse yourself in creativity and stay at the absolute cutting edge of the industry.

15 000+
students worldwide

Openness

We tell it like it is! From our greatest victories to our toughest challenges, including all our unique finds and industry hacks. We believe this honesty is the only way to build true trust between us

50+
Events worldwide

Hands-on Practice

It's what truly captivates our students. LBA is the place where you'll dive headfirst into creativity and stay at the absolute cutting edge of floral design

15+
Unique training programs










SYSTEM + CREATIVITY

We are more than just a systematic business — we have successfully merged creativity with commercial success!








WHO SHOULD ATTEND?

FLORAL DESIGN ACADEMY

Absolute Beginner:

- You love flowers but are afraid to start, or your designs still look like "simple bouquets."
- You want to switch to a creative career but doubt your talent or lack experience.



The course will give you: A step-by-step foundation and confidence in every stem to create your first commercial works during the program

Practicing Florist:

- You are already working but feel stuck in repetitive designs and "old school" techniques.
- You lack a clear system, modern color theory knowledge, and a signature style.



The course will give you: Skills to create complex, high-end arrangements in the Lacy Bird style and an artist's approach to color

Studio Owner:

- You want to breathe new life into your project and scale your business through premium service standards.
- You aim to upgrade business processes and attract clients who value high-end floral design.



The course will give you: A strategy for high-ticket sales and a systematic approach to developing a recognizable brand

Event / Wedding Designer:

- You want to feel trends firsthand to lead your team and vendors with clarity, not guesswork.
- You plan to enter the large-scale B2B segment and create installations with a "wow effect."



The course will give you: The technical foundation and Lacy Bird aesthetics for executing ambitious event projects

WHAT MAKES OUR OFFLINE EXPERIENCE UNRIVALED?

★ **14 Years of Lacy Bird Expertise**

The entire journey from a boutique studio to a global trendsetter, packed into a concentrated practical intensive. You inherit the secrets we've spent over a decade perfecting.

★ **The Floral Show Effect**

This is more than a lesson; it's a performance. You become a key participant in creating large-scale art installations and floral objects that redefine what's possible in modern design.

★ **Powerful Community & Networking**

Surround yourself with like-minded creators. You'll join a global community of ambitious professionals, sparking high-energy exchanges, new partnerships, and friendships that last a lifetime.

★ **Total Immersion Experience**

Step away from the daily grind. A breathtaking new location, the scent of thousands of fresh blooms, and working side-by-side with top-tier masters create the ultimate environment for a creative breakthrough.

★ **Hands-on Mentorship & Support**

The Lacy Bird instructors are right by your side. We literally "set your hand," correcting technique in real-time and helping you refine every single detail until your work is flawless.

★ **Direct Business Insights**

In the "backstage" of the intensive, we discuss what stays off the record: real-world cases, scaling strategies, sourcing suppliers internationally, and the secrets to managing a dream team.

LBA
FLORAL
DESIGN
ACADEMY

DAY 1 PROGRAMM

LBA FLORAL DESIGN ACADEMY

Friday, 26 February 2027

09:00 – 12:00

Lecture part

- Fundamentals of color theory
- Hierarchy of flowers and textures
- The commercial component of a bouquet

12:00 – 13:00

Lunch

- Provided by Lacy Bird Academy

13:00 – 14:00

Demonstration

- Asymmetrical arrangement in a box

14:00 – 15:30

Practical part

- Asymmetrical arrangement in a box

15:30 – 15:45

Demonstration

- Greenery round bouquet

15:45 – 16:30

Practical part

- Greenery round bouquet

16:30 – 18:00

Lecture part

- Business processes in floral industry Part 1: Online and offline format

DAY 2
PROGRAMM

FLORAL
DESIGN
ACADEMY

Saturday, 27 February 2027

9:00 — 10:30

Demonstration

- Spreading bouquet in Lacy Bird style

10:30 — 11:00

Lecture part

- Commercial photography

11:00 — 11:30

Practical part

- Commercial photography

11:30 — 12:30

Lunch

- Provided by Lacy Bird Academy

12:30 — 14:30

Practical part

- Spreading bouquet in Lacy Bird style

14:30 — 15:15

Practical part

- Bouquet wrapping

15:15 — 15:30

Photosession

15:30 — 16:30

Lecture part

- Social Media Promotion
- Collaborations + the image component

16:30 — 18:00

Lecture part

- Business process in floral industry Part 2:
  Marketing, analysis and sales in floral business

DAY 3 PROGRAMM

FLORAL DESIGN ACADEMY

Sunday, 28 February 2027

09:00 – 11:00

Lecture part

- Event decor and working with B2b customers

11:00 – 13:00

Practical part

- Arranging large-scale installation Part 1

13:00 – 14:00

Lunch

- Provided by Lacy Bird Academy

14:00 – 17:00

Practical part

- Arranging large-scale installation Part 2

17:00 – 17:30

Certification & Award Ceremony

YOUR CERTIFICATE

FLORAL DESIGN ACADEMY

The Lacy Bird Academy certificate is recognized worldwide. Studios everywhere know our signature style and are eager to hire modern florists who possess the most up-to-date skills in the industry.

CERTIFICATE

LACY BIRD ACADEMY

DATE | PLACE

VERA BIRD

HAS RECEIVED THIS CERTIFICATE FOR COMPLETING THE MASTERCLASS:

MODERN FLORAL DESIGN LACY BIRD STYLE

VEYBER S.D.

ACADEMY.LACYBIRD.COM

YOUR TUTORS



Anastasia Wolf

Creative director and founder Wonderland Events

15 years of experience in event floristry. Worked with premium weddings and corporate celebrations in Bali, Indonesia and internationally



Oleg Belyakov

Head of marketing and business development

Leads sales, marketing and business development, with extensive expertise in the floral industry and a deep understanding of its commercial processes



Polina Belyakova

Head of SMM

Leads social media strategy and brand communications, developing digital presence, growing audience engagement and visual presentation



Daria Shulzenko

Head of education of LBA

Uses her knowledge to enhance the world's beauty. Will also teach you to be attentive to details and turn your dreams into reality



Andrei Bindea

Business owner

Andrei will teach you how to bring the WOW effect into your floral designs through intentional composition, strong visual identity and modern commercial floristry

STUDENT'S WORKS

FLORAL DESIGN ACADEMY

– the results after 3 days of training are truly astounding! Some students were holding flowers for the very first time.































An offline course is more than just education — it's an investment in your professional identity.

You leave not only with new skills but with a transformed mindset, newfound confidence, and a clear roadmap for your growth!

WHAT'S NEXT? FEEL FREE TO CONTACT US!

CLICK ME

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