

online-course

program

MODERN FLORAL DESIGN PRO

by Lacy Bird® — the international floral
design studio



Hello!

We are Lacy Bird®

— a floral design studio, recognized around the world

Lacy Bird started in 2012 as a single Moscow flower studio. Sofia Weiber was looking for a way to make floristry — the craft, the brand, the business — more deliberate. Less guesswork, more system.

The studio became known for a recognisable style. Other florists started asking how to learn it. The academy followed. Today, Lacy Bird is three working studios, an online program that has taught 15,000+ florists, and a community of practitioners across the world.



14 yrs

on the market

15,000+

bouquets per year

7 in 10

clients return to us

11

opened floral studios



LACY BIRD ACADEMY

— international floral design academy

Atmosphere

This is what our students treasure.
LBA is the place where you immerse
yourself in creativity and artistry —
and stay on the cutting edge

15 000+

students
worldwide

Openness

We tell it exactly as it is: our wins and
our losses, our discoveries and our
shortcuts. That's the only way to build
real trust

50+

events around
the world

Practice

Hands-on work is at the heart of
everything. LBA is where theory
becomes muscle memory

9,6

NPS SCORE





SYSTEM + CREATIVITY

We're not just a systematic business — we've managed to unite creativity and commerce.



WHO THIS IS FOR



Experience: 0 months

Plan: Florist

ASPIRING FLORISTS AND FLOWER LOVERS

- From zero to your first paid bouquet in four focused weeks
- Hands-on practice with personal feedback from working florists
- A certificate and a portfolio you can use
- A step-by-step foundation and confidence in every stem — start creating your first commercial work before the course is even over.



Experience: from 6 mths

Plan: Freelance

WORKING FLORISTS LEVELLING UP

- The theory behind what your hands already know
- Color systems instead of intuition
- Trends for 2025–26 you can actually use
- Photography that turns your work into orders
- The skills to build a commercial bouquets in the Lacy Bird style — and to work like a true artist



Experience: any

Plan: Business

STUDIO OWNERS SCALING UP

- A modern technical standard for your team
- Color theory at a level your competitors don't have
- A hiring plan that doesn't burn you out
- B2B sales that bring steady revenue
- Everything it takes to stop running a studio and start leading the market — a signature standard for your team, and the strategy that powers real growth



Experience: any

Plan: Business

FOUNDERS LAUNCHING A FLOWER BUSINESS

- A clear path from idea to opening day: concept, audience, financial model, premises, suppliers, first sales.
- Real cases — including Vera
- Get a ready strategy to launch your studio — offline or online — with every business process and promotion tool broken down

STEP-BY-STEP LEARNING PLAN

1

Master the floral foundation

Even with 14+ years behind you, this stage puts everything in its place. The base every confident florist is built on

2

Build the skills of a modern florist

The hands-on techniques that become the foundation of your own style — and the confidence in your hands to create anything

3

Master color

The single most powerful tool for building harmonious, captivating work. Color as a discipline, not a guess

4

Learn the Lacy Bird style

The round bouquet, the spreading bouquet, the asymmetrical composition — the contemporary forms every modern florist needs to command

5

Promote yourself

Creating beauty isn't enough — it has to be seen. If you didn't photograph it, it never existed. In today's market, content and self-promotion stand shoulder to shoulder with floral skill itself

6

Build your business

If you've dreamed of your own studio, floristry is a stable, rewarding field to build it in. Our experience launching studios from scratch — offline and online — helps you skip the costly mistakes



WHY PRO?

14 years in one course

The full experience of the Lacy Bird signature-floristry studio — 14 years of practice, distilled into a single program

We don't just teach you to make — we teach you to sell, beautiful bouquets and arrangements are only half of it. You learn to sell them and build a real living from floristry.

The Lacy Bird style is a system, master it once, and you can shape your own style and build bouquets of any complexity for any client.

Personal feedback is our pride

It comes from working florists who face real client challenges every day — and pass that priceless experience straight to you.

A dedicated student-care team Because being there matters. We support, guide, and inspire — so the learning brings joy and your goals actually get met

See every detail, from every angle

Stunning visuals and multiple camera angles (including first-person) let you feel and study every detail inside each master class — so a difficult skill becomes easy, from home

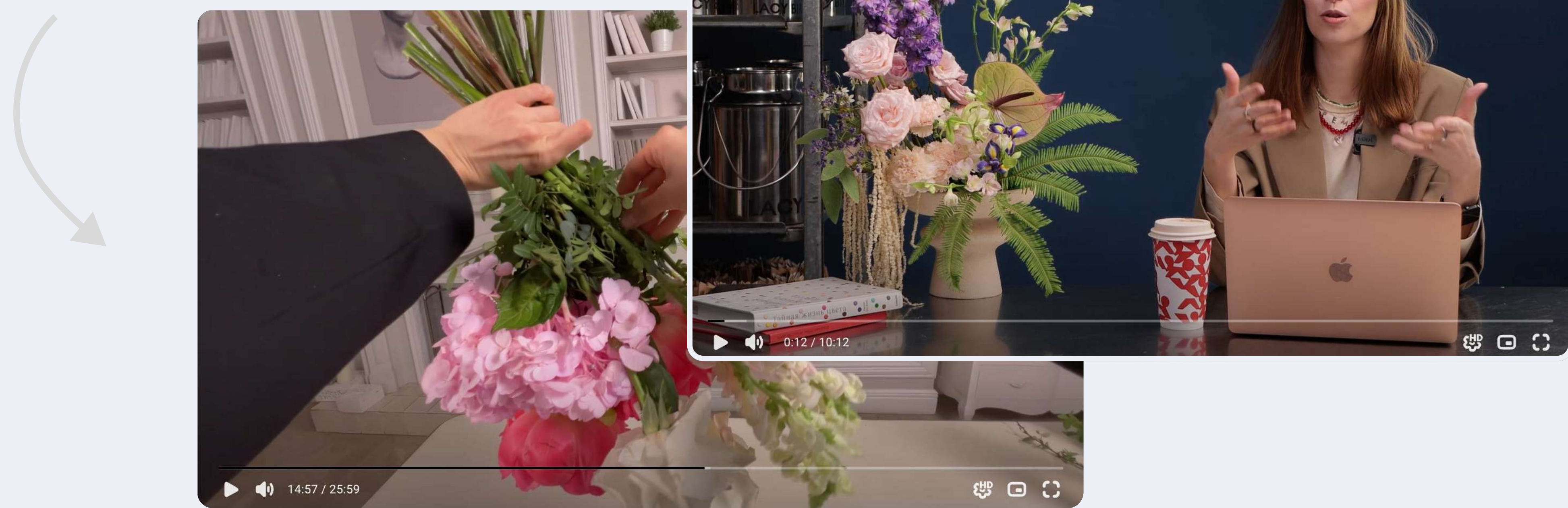
Learn without wasting flowers

The program is built so you can complete as many practice tasks as possible from a single set of flowers

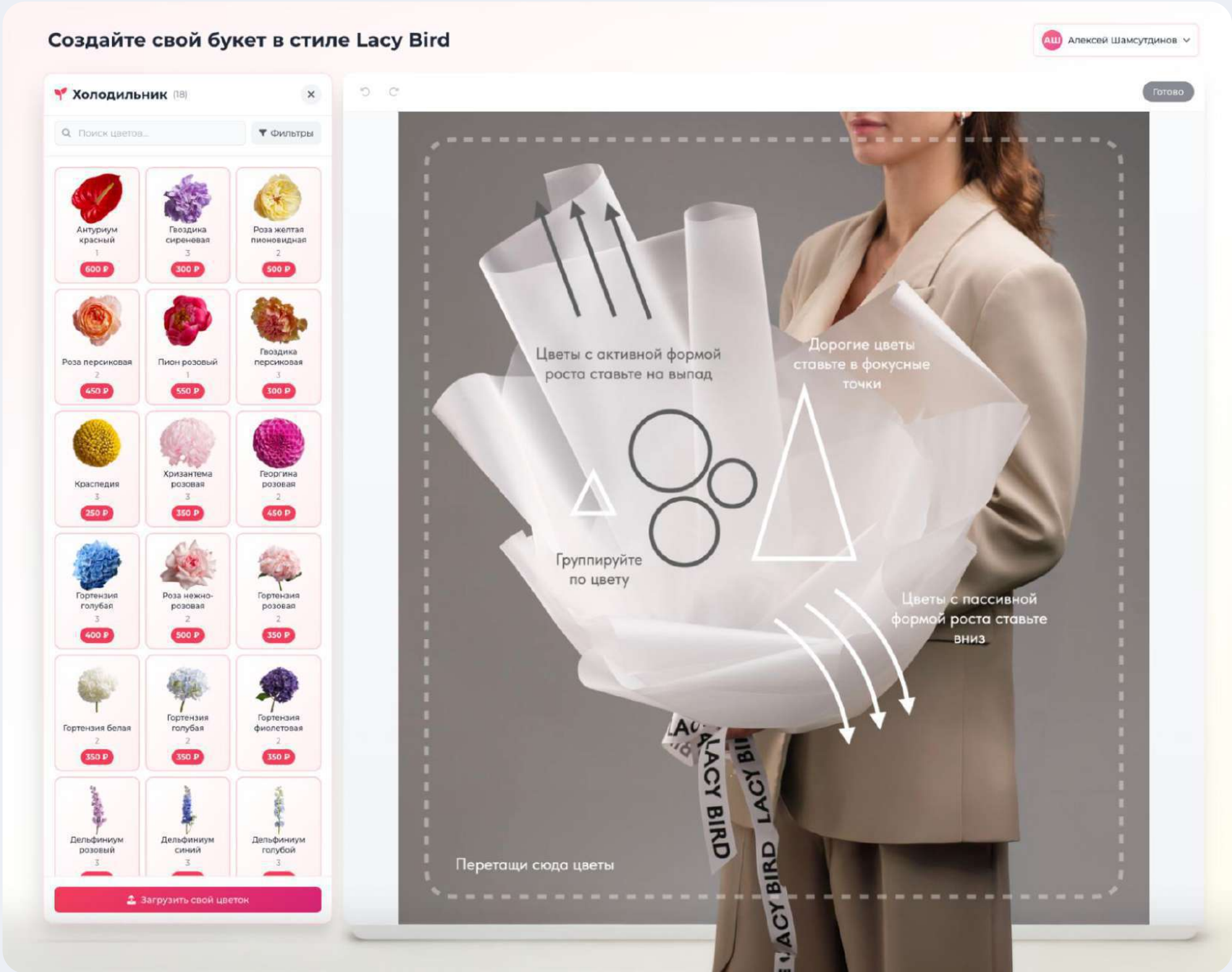


HOW THE LEARNING WORKS

Watch the videos and study the materials



Train in the simulators



Get detailed, personal feedback

Alex, you have a wonderful sense of color and texture. To bring this spreading bouquet to perfection, use this quick checklist:

- **Fix the spiral:** keep every stem running in one direction at 45°. Right now there are crossings that compress the volume and disrupt the placement.
- **Form the figure-eight:** don't pull flowers straight out to the sides (the way the rose and spray rose sit now). Direct them from the waist forward and back — this creates real depth instead of a flat oval.
- **Refine the outliers:** lift the central flowers to the height of the spine to support the delphiniums. The tallest outlier should also be the widest.
- **Create focal points:** move the anthuriums to the back, and group the white roses and gerberas in the center, to the left and right of the waist. Those zones are empty right now.
- **Group your material:** don't break up the center with carnations. Collect same-type flowers into groups of 2–3 and alternate bud sizes (large–medium–small).

Refine the shape a little and place your accents — the result will be brilliant. Looking forward to the updated photo!

PROGRAM

Module 1 Welcome & Introduction

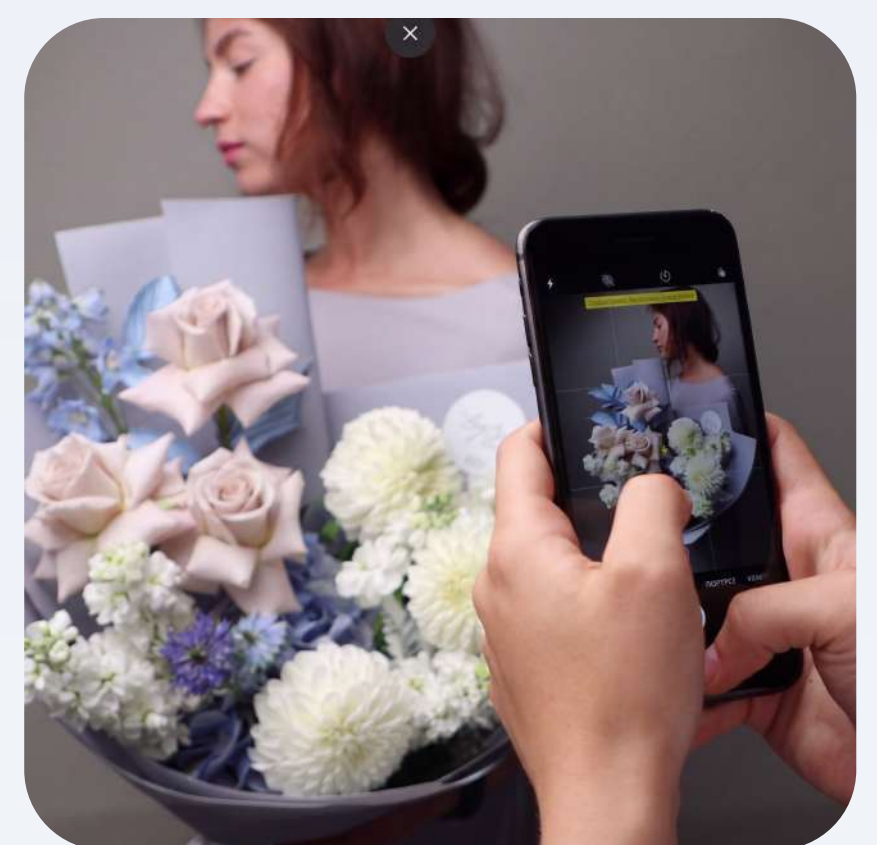
Where the course begins: how it works, who teaches it, and who a modern florist really is

How the course is structured
Meet your team of tutors
How to complete the course in 4 weeks
Planning and motivation
Who is a modern florist
Introduction to the profession
Studio tours
Founder's interview

Module 2 Flowers & Materials

The deepest flower foundation in any online floristry course

- The florist's workplace
- Instruments and materials
- Purchasing flowers
- Flower market visits
- The flower encyclopedia
- Treating flowers after delivery
- Styles in floristry
- Flower hierarchy
- Flower architecture — growth forms and textures
- How to choose flowers for a bouquet



Module 3 Techniques & Flower Care

Everything your hands need to know — plus a working handbook for flowers

Techniques

- Methods of bouquet arrangement
- The round greenery bouquet
- Placement of material in a bouquet
- The spreading greenery bouquet
- How to tie a large bouquet

The care handbook

- Long-lasting flowers
- Keeping mimosa fresh
- Placing amaryllis in a bouquet
- Working with hyacinths
- How to reflex roses
- Opening a peony
- The rules for tulips
- Caring for hydrangea
- Fixing phalaenopsis
- Fluffing stabilized asparagus



Module 4

Color Theory

A full module with its own exam — the part most courses skip entirely

What is color?

Color as the language of emotions

The color wheel and how it works (parts 1 & 2)

Color characteristics (parts 1 & 2)

Color contrasts (parts 1 & 2)

Harmonious color combinations

Winning color combinations

Module 5

Signature Bouquets, Lacy Bird Style

Theory, practice, and step-by-step demonstrations of every Lacy Bird form

- The round bouquet — theory, flower selection, practice, packing
- The spreading bouquet — theory, practice, first-person demonstration, wrapping in two variants
- Material placement, proportions and the golden ratio
- The asymmetrical bouquet — theory and three demonstrations
- The asymmetrical arrangement in a basket
- The wedding bouquet
- The interior arrangement



Module 6

Modern Trends & Inspiration

What's defining floristry in 2025–26 — and how to keep creating without burning out

The main trends in modern floristry 2025–26

Inspiration and a florist's creativity

How to reflex roses for a contemporary look

Module 7

Marketing, Photography & Your Website

Turn what you make into orders

Marketing & promotion

- Promotion on social media
- Promotion on Instagram
- Brand development
- Promotion through content marketing
- Instagram profile optimization
- Creativity and content creation

Photography

- Photos for social media — an introduction
- How to sell through photography
- Photos for your site vs. socials — the difference in approach
- Backgrounds and working with models
- Shooting outdoors and in studio
- Working with artificial light
- Phone vs. camera
- Photo editing

Your website

- Why you need a site
- Tilda vs. Shopify — which to choose

Bonus

- Finding your style on Instagram
- Pinterest as inspiration for your blog



Everything it takes to open and run a profitable flower studio. Available in the PRO Business plan

Concept & market

- Online vs. offline formats
- The story of Vera in the Netherlands
- Market and competitor analysis
- How to use Similarweb
- Forming your concept
- Describing your target audience

Finance & operations

- The financial model and P&L
- Choosing premises and fitting them out
- The refrigerator as the heart of your studio
- Designing the front zone
- Choosing suppliers and purchasing
- Operations and automation
- The assortment matrix and virtual bouquet building

People

- Hiring new team members
- The HR brand — how to build and motivate a strong team

Sales

- Marketing in floristry
- Sales and promotion
- B2B sales
- Business operations



CHOOSE YOUR PLAN

Three paths. One program. Pre-launch pricing until June 25

Florist

For aspiring florists and flower lovers — the craft, mastered.

~~\$590~~ **\$501**

save \$89 with pre-launch

Modules 1–5

Personal feedback — 60 days

Lifetime video access

Certificate · 14-day money-back guarantee

★ Buy now and get the Wedding & Event course for FREE

MOST POPULAR

Freelance

For florists working for themselves — or about to

~~\$890~~ **\$756**

save \$134 with pre-launch

Everything in Florist · plus the full set below

Modules 1–7 · Personal feedback — 90 days

Photography (phone & camera)

Instagram & Pinterest playbook

Lifetime access · Certificate · 14-day money-back guarantee

★ Buy now and get the Wedding & Event course for FREE

Business

For studio owners and founders — open or grow a flower business

~~\$1290~~ **\$1,096**

save \$194 with pre-launch

Everything in Freelance · plus the full set below

All 8 modules · Personal feedback — 120 days

Photography (phone & camera)

Hiring & HR brand framework

Marketing · Website

Lifetime access · Certificate · 14-day money-back

★ Buy now and get the Wedding & Event course for FREE

YOUR CERTIFICATE



The Lacy Bird Academy certificate opens doors to studios around the world — because our style is recognizable, and our graduates are known for current expertise and a contemporary approach to floristry

CER
TIFI
CA
TE

LACY
BIRD
ACADEMY

VERA BIRD

HAS RECEIVED A CERTIFICATE
CONFIRMING THAT
SHE HAS SUCCESSFULLY
COMPLETED THE COURSE:

MODERN FLORAL DESIGN

VEYBER S.D.

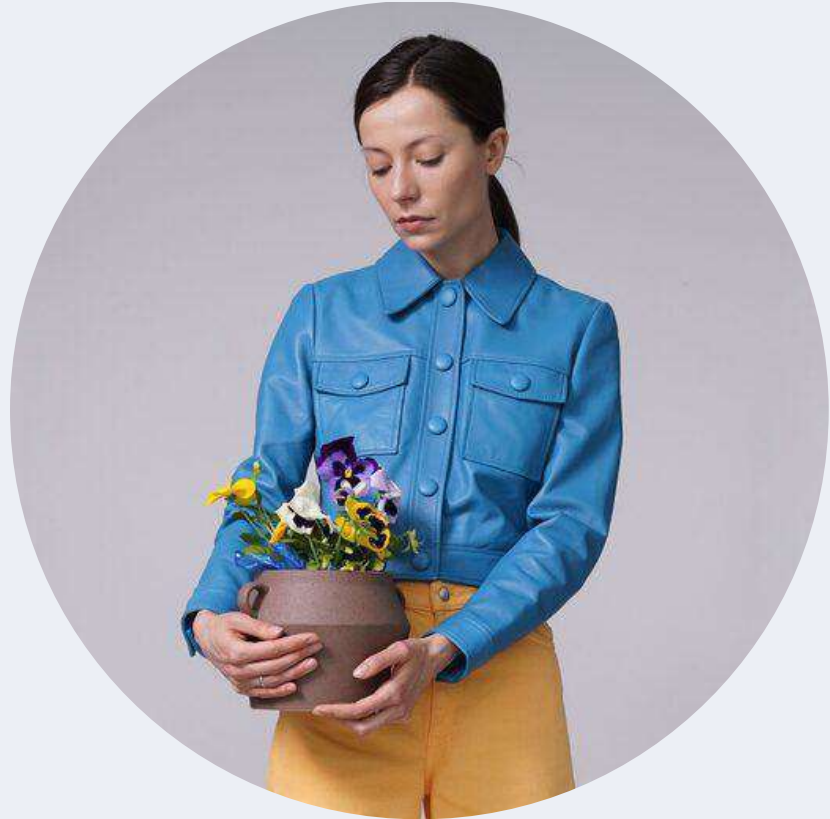
A stylized, handwritten signature in white ink, appearing to read 'Veyber', is positioned below the name 'VEYBER S.D.'.

DUBAI 20 03 25

ACADEMY.LACYBIRD.COM



COURSE EXPERTS



Oksana Anikina
LBA Expert

Absorbs new trends, invents original methods, and creates collections using contemporary techniques and styles



Maria Kalyuzhnaya
LBA Expert

Years of experience in floristry; constantly refining her craft and sharing what she's gathered



Viktoria Li
SMM strategy & content

Social media is her whole world — built on quality content, engaging stories, and trends.



Oleg Belyakov
New studios & business development

Knows everything about the business processes of the floral industry



Alexey Shamsutdinov
CEO, LBA

Uses every modern, progressive method to grow a floral business — and shares his findings openly with every student



Daria Shulzhenko
LBA Expert & Producer

Assembles bouquets as systematically as a Rubik's cube. Shares the floral hacks that make every florist's work easier



Natalia Rybachek
LBA Expert

Commands every current skill for creating commercial bouquets



Rita Osokina
Online-course Curator

Like a floral compass, she keeps you from getting lost in the fine details and points the way — even from hundreds of miles off



Polina Belyakova
Head of SMM, LBA

Knows how to grow on social media and take it to the highest level



Alina Appolonova
LBA Expert

Keeps the Lacy Bird workshop running smoothly and efficiently; deep expertise in procurement and inventory

FEEDBACK IS OUR PRIDE

Student's work



LBA feedback



Kristina Panfilova
LBA Curator

Ashlea, technically you did very productive work. The assembly point dropped lower while the stems kept a single, unified direction. The flowers grew upward from the center, which gave extra volume and a beautifully spreading shape. 🙌

But the flower selection itself may have kept you from fully realizing the technique. Going forward, choose your flowers more carefully. Use every flower type in quantities of at least two — a single rose at the focal point looks a little isolated. You could, for instance, have added a third gerbera on the left to create asymmetry and harmony.

The second tier makes up 60% of the total mass — roughly 16–20 stems, 4–6 different textures. Here, aim for 2–3 types of spray flowers at 3–4 stems each, and 2–3 types of single-head blooms at 3–7 stems. Alternate spray flowers with groups of single-head buds so the surface becomes dense and rhythmic. Right now you have only carnations and stock on the right, and a gap appears automatically between them. Place a spray rose after the carnation group, then the stock, and the gap closes while the bouquet fills out. Bare stems and structural greenery get covered too.

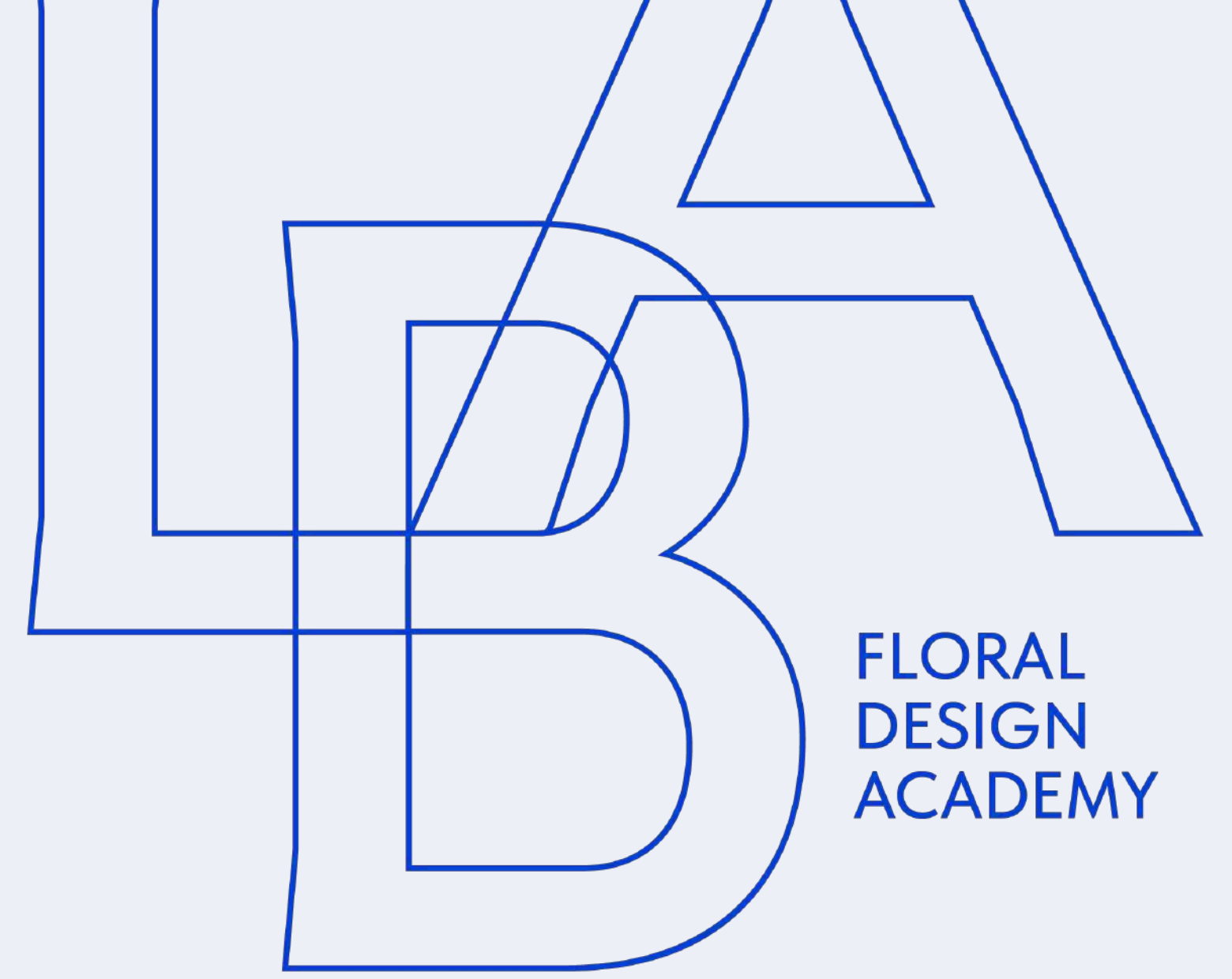
Choose each flower type in a single shade. Stocks identical in structure but different in color start to "argue" with one another. Better to keep one shade — yellow, for example — and place it in groups, like 3:1 or 2:1.

At the highest points, keep flowers with a vertical growth form or small single-head buds. A spray chrysanthemum on the outlier looks too heavy and creates a flat ending. The composition needs more single-head positions, gathered into groups and drawn out to varying heights. That hides the gaps and gives the surface a lighter, more commercially appealing look. Below, we've included a rough flower-placement diagram.

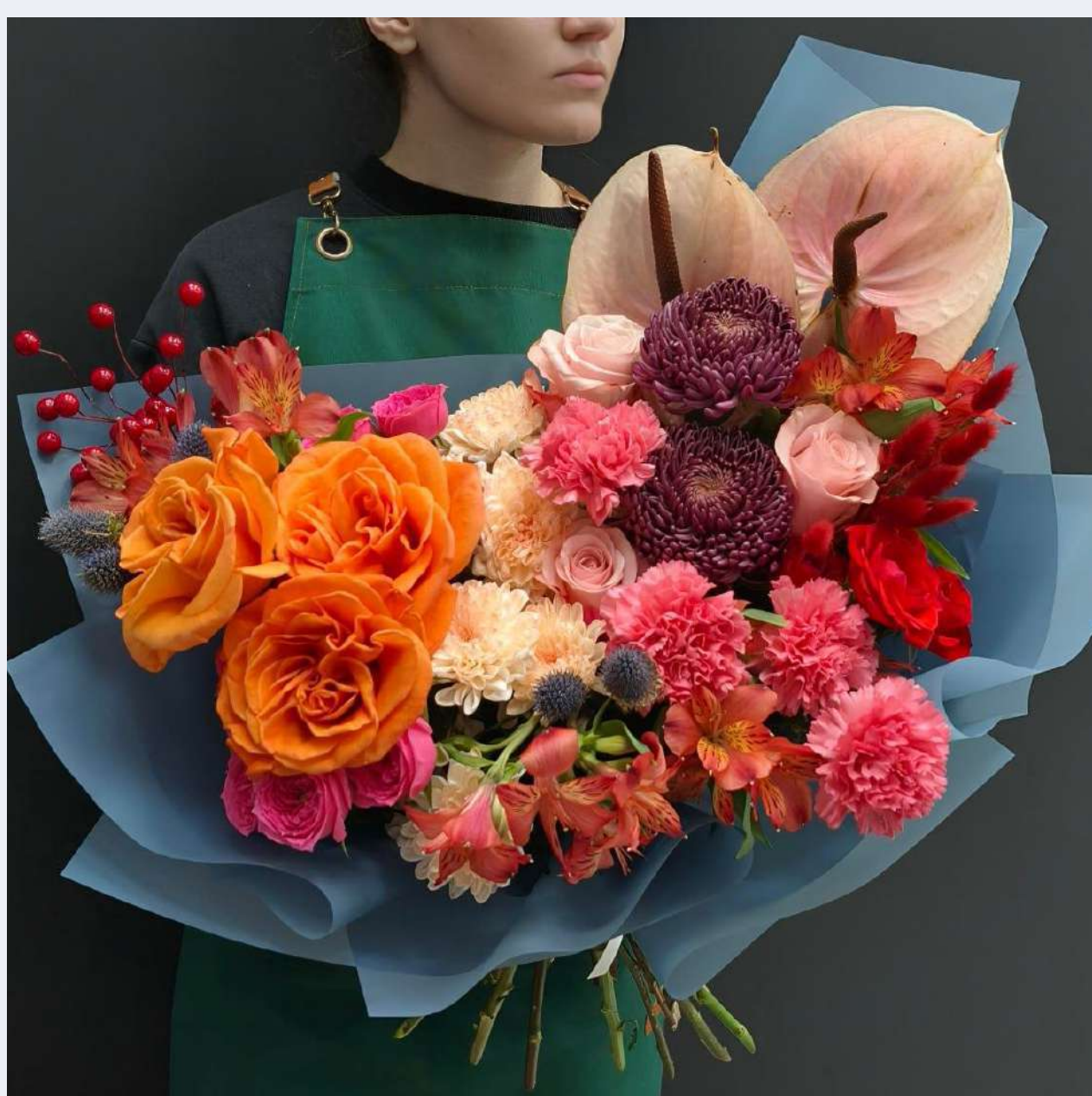


One more thing — check the direction of your flowers. From the front, the stems lean out to the sides. The higher you push them, the more they drift sideways and the buds turn away from the viewer. As you build height, twist the stems in place so the buds open upward and forward. This also hides some of the gaps and shows off the full beauty of the flowers. Once you turn the material to its best side, the waist looks visually lower and the bouquet itself larger. We've marked this idea on the front view.

STUDENT WORK



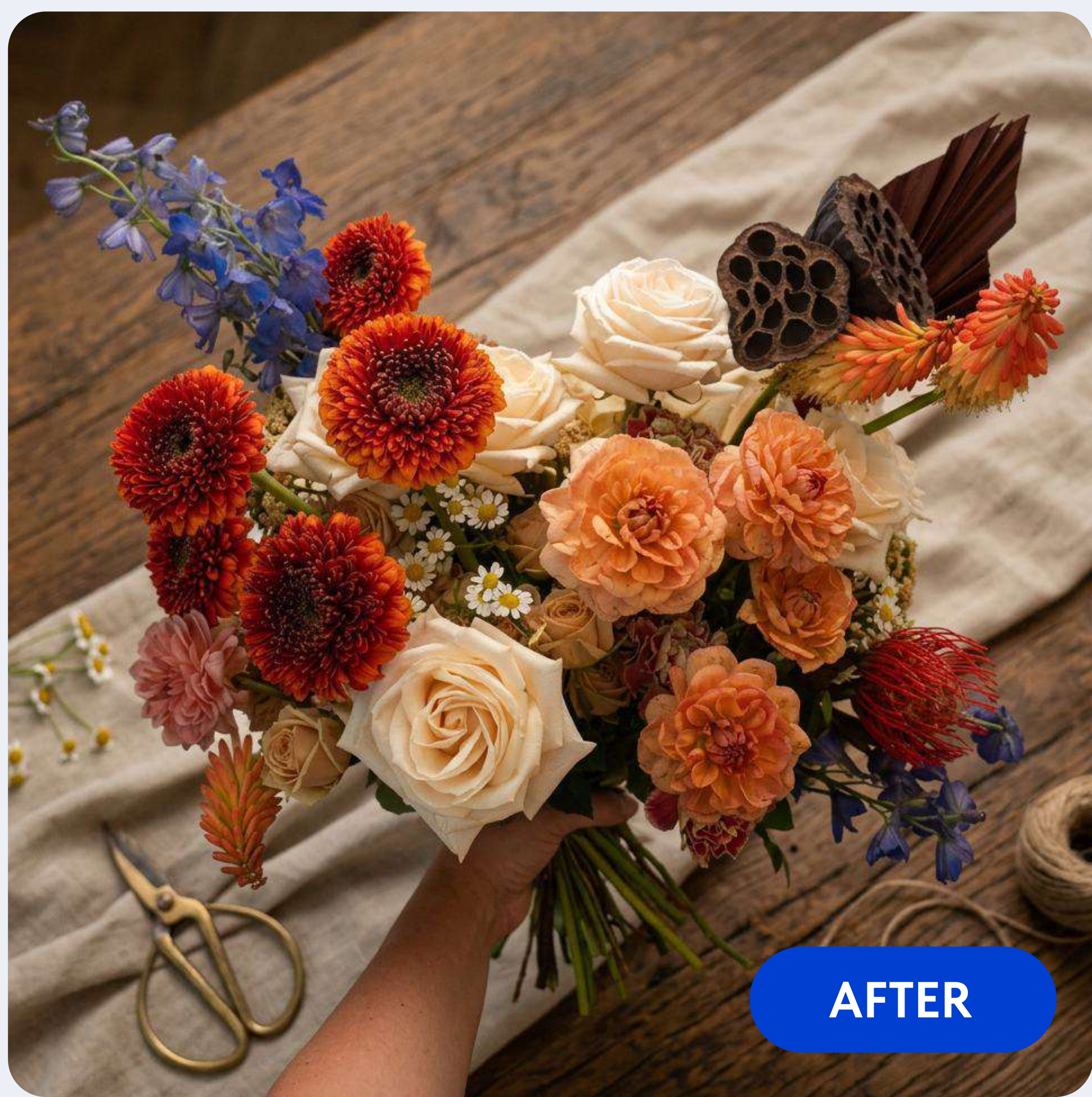
— what our students create during the course. Some were holding flowers for the very first time!



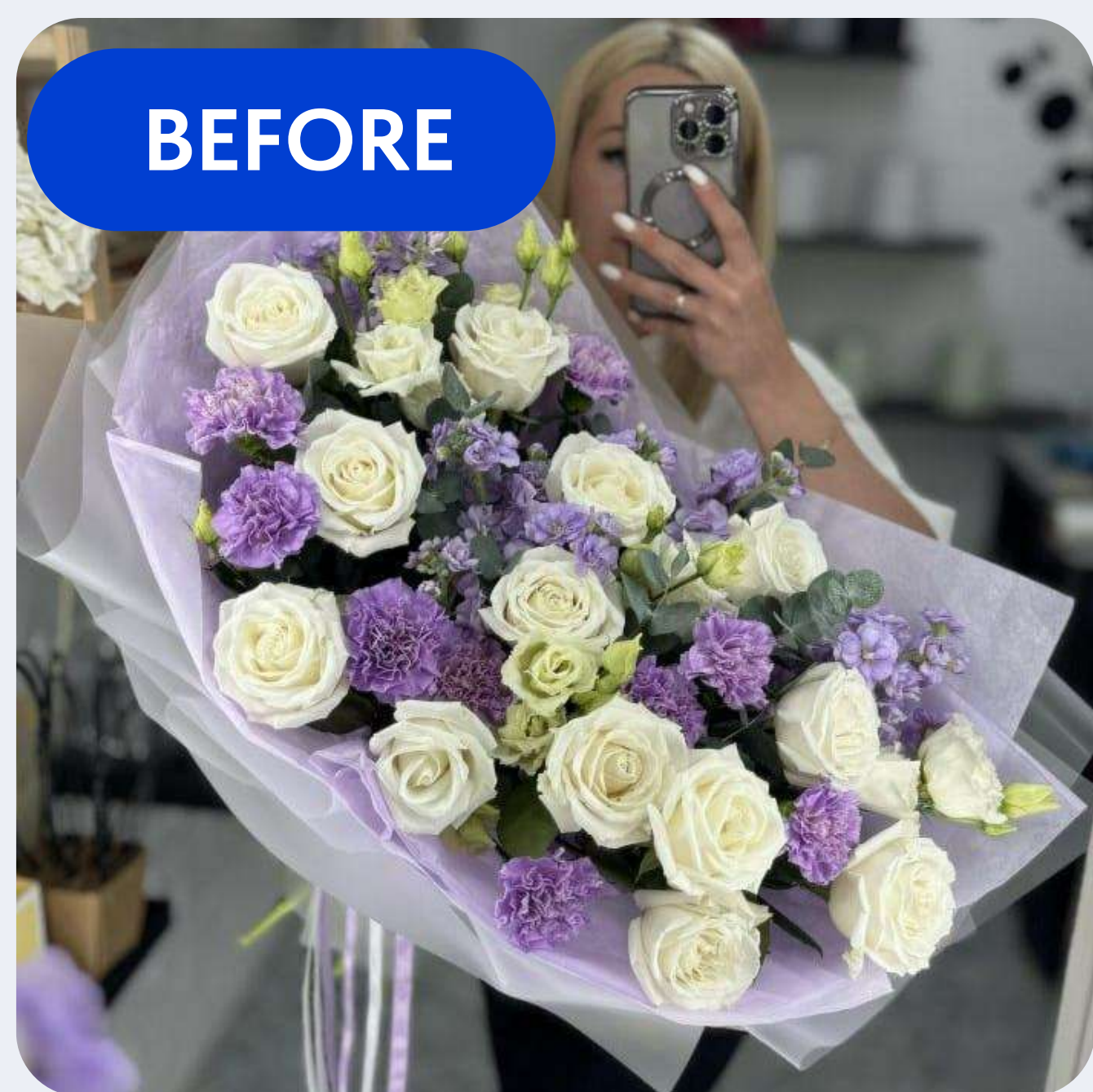
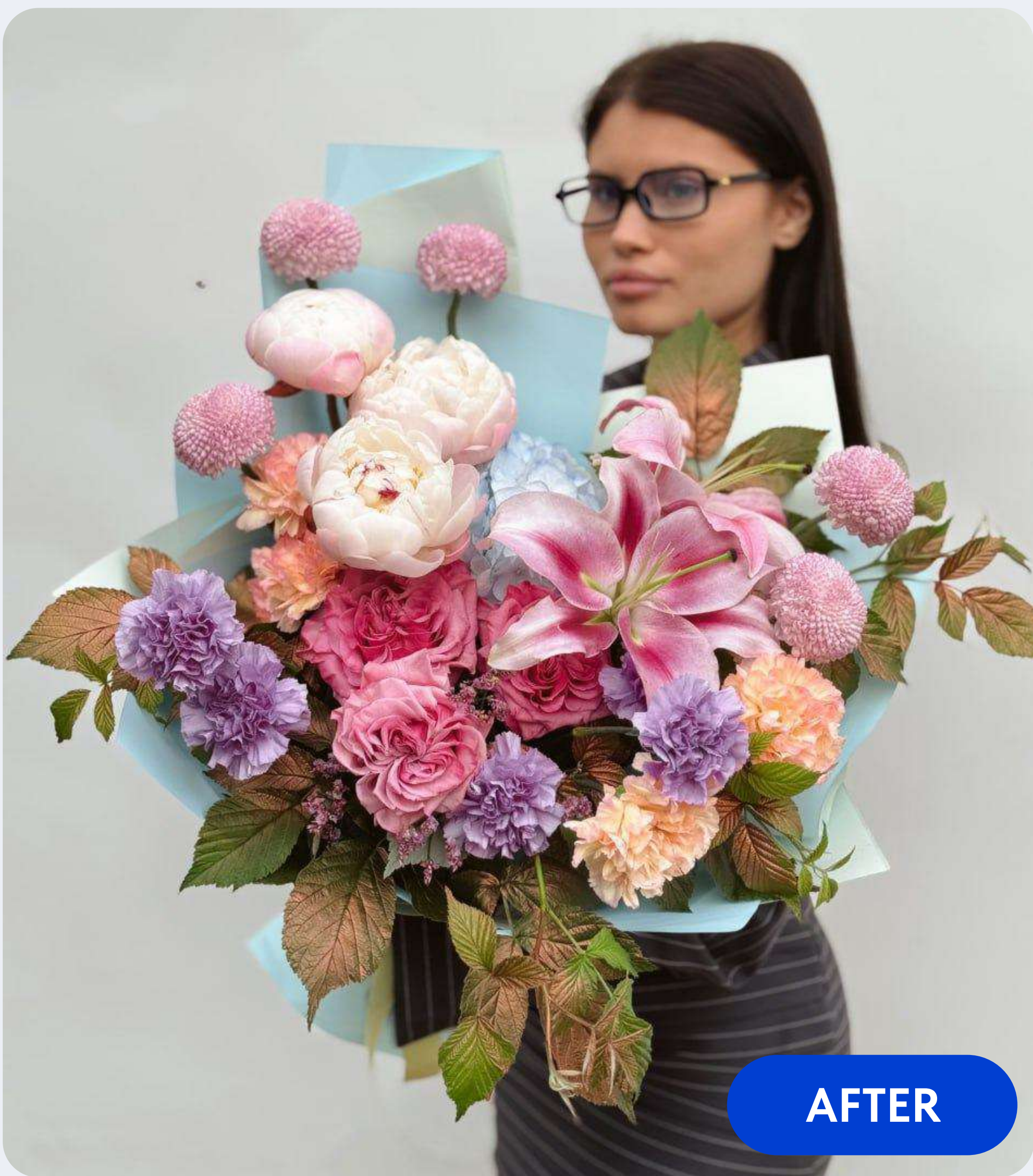
BEFORE & AFTER



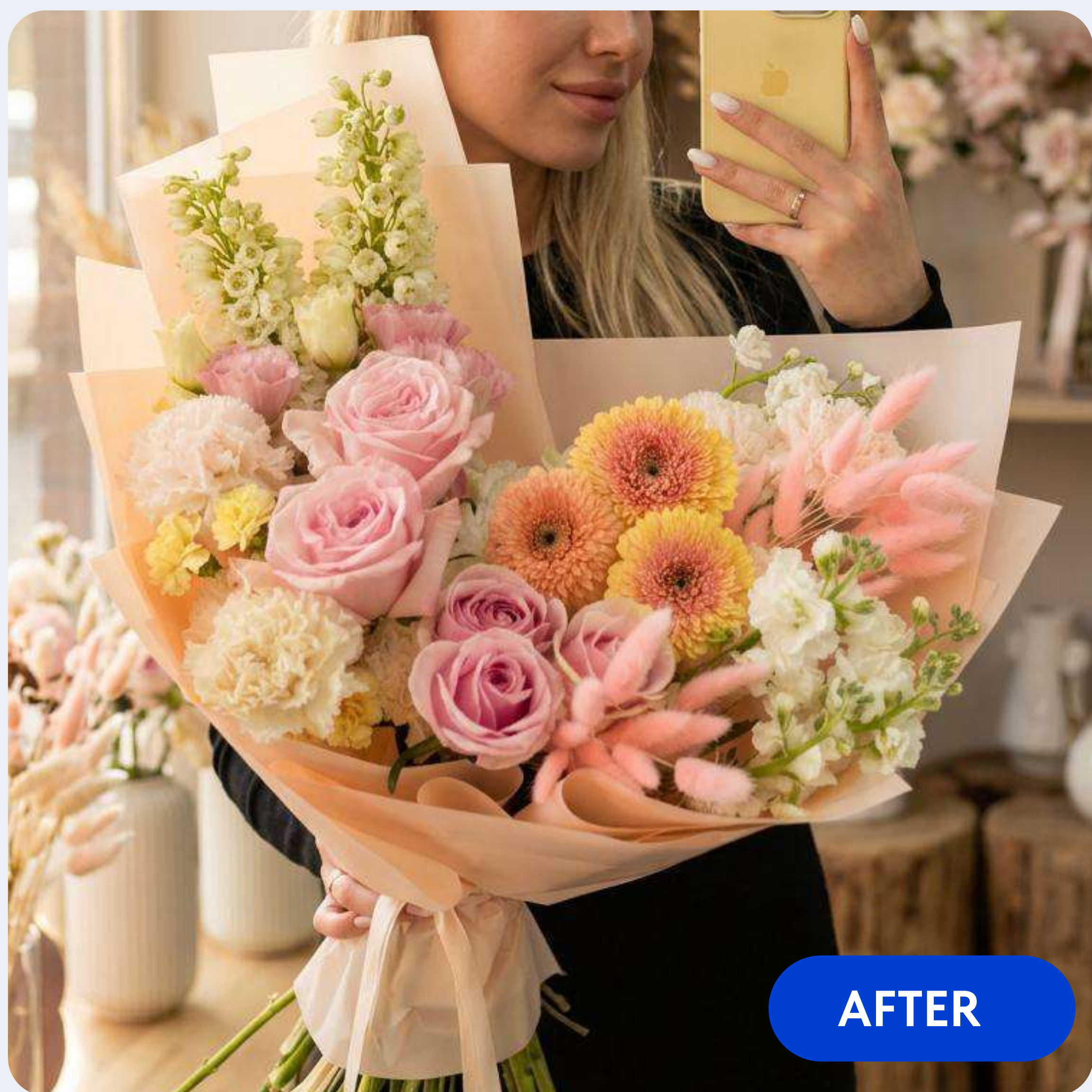
Erica, USA —
new to flowers



Victoria —
10 months in flowers



Yulia —
studio owner



WHAT'S NEXT? GET IN TOUCH — WHICHEVER WAY SUITS YOU BEST

We'll help you figure out whether
the course is right for you, answer
all your questions, and invite you
to a demo lesson

click me

MESSAGE US

+15557047295

or me

