

A woman with blonde hair pulled back, wearing a vibrant red, long-sleeved, button-up dress with a draped neckline. She is holding a single white rose to her face, looking directly at the camera with a soft expression. The background is a dense thicket of dark green foliage and various shades of roses, including pink, purple, and white. The lighting is dramatic, highlighting the woman's face and the texture of her dress against the dark, shadowy background.

PHOTOSHOOT
FLORAL FUSION

Tomas De Beuyne



FLORAL FUSION

THE ART OF STYLE IN BLOOM

TOMAS DE BRUYNE



WELCOME TO A WORLD WHERE FLORALS AND FASHION CONVERGE

Step into a realm where the artistry of florals and the allure of fashion intertwine, creating a visual symphony that captivates the senses. On screen, four distinct moods take center stage—elegance, boldness, serenity, and rebellion—each brought to life by models who embody unique stories woven with blooms and couture.

Behind the scenes, I had the immense joy of crafting these narratives, allowing every petal and texture to play its role in this enchanting tale. The soft blush of roses whispers alongside flowing silhouettes, while striking stems echo the boldness of structured designs. Vibrant bursts of color dance in harmony with daring couture, and calming greens lend their grace to serene creations.

This photoshoot is more than a visual feast; it is an exploration of storytelling, emotion, and the exhilarating process of creation. I invite you to immerse yourself in this journey, to feel the passion and inspiration that blooms from every frame. Let this collection transport you into a world where florals redefine the language of style and imagination.

Tomas De Benyne



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01

WHERE BLOOM AND FABRIC SPEAK: A PRE-RAPHAELITE TALE

This photoshoot was born of an unspoken connection—a whisper of a forgotten era where artistry thrived in detail, emotion, and symbolism. The client's vision, though unaware, resonated with the essence of the Pre-Raphaelites, and through my cultural lens, I gave it a voice.

Each scene is a tableau vivant, a living picture of mood and narrative. Garments and florals entwine like lovers in a secret dance, each petal and thread chosen with intent. Here, nature is not a backdrop but a co-creator, its colors and forms reflecting the inner worlds of elegance, boldness, serenity, and rebellion.

The blush of a rose echoes a gentle heart; the stark lines of stems challenge convention. Threads of vibrant color whisper daring truths, while the tender greens of foliage cradle the quiet strength of tranquility. Every detail tells a story, asks a question, and draws the viewer into an atmosphere where art transcends the ordinary.

This is more than a photoshoot; it is an ode to design by intention, a dialogue of creation, and a mirror of emotions. Step into this world and let the narrative unfold.



DESIGN IS NOT JUST THE ART OF CREATION; IT IS THE POETRY OF INTENTION—WHERE EVERY BLOOM, EVERY THREAD, AND EVERY DETAIL WHISPERS A STORY WAITING TO BE FELT.





A BLOOM BACKSTORY

To bring the Pre-Raphaelite-inspired vision to life, I needed a wild garden setting with roses and long vines. When the vines weren't delivered, the team rallied together, searching the city streets to find them.

Despite the challenge, we succeeded, and those vines became the backbone of the shoot, capturing the timeless beauty and harmony of the story. This collective effort proved that creativity thrives even in the face of adversity.



02

THE DIVA'S REIGN: A PORTRAIT OF POWER AND GRACE

The client envisioned a commanding diva—a woman whose bold attitude and undeniable presence would captivate the viewer. They sought a picture of strength and poise, where beauty and authority coalesce into a singular expression of power.

To bring this vision to life, I drew upon the essence of historical icons like Catherine the Great, infusing the composition with the regality and strength she embodied. The color palette reflected this influence: deep shades of purple symbolized royalty and authority, while soft pinks highlighted the diva's feminine allure.

To crown her as the sovereign of her world, I crafted an intricate floral jewelry crown in shimmering silver tones—a modern nod to imperial splendor. These elements combined to tell a story of a woman who is both commanding and graceful, fierce yet elegant, unapologetically herself. This collaboration was more than a photoshoot—it was a creative dialogue. The client's vision of a diva with attitude met my artistic interpretation, resulting in a visual masterpiece that reigns with authority, femininity, and timeless allure.



GRACE MEETS POWER, AS FLORALS AND FASHION CROWN A DIVA WHO REIGNS
WITH TIMELESS AUTHORITY AND UNAPOLOGETIC ELEGANCE.





A BLOOM BACKSTORY

In 2018, this image took on new life as the dress was transformed to embody Ultra Violet, Pantone's Color of the Year. This conceptual evolution seamlessly tied together the striking floral arrangements, the regal mood, and the bold trend-setting energy that defined the year.

Originally envisioned in 2017, the photoshoot gained fresh significance when the deep, vivid purple of Ultra Violet was introduced as the defining hue for 2018. By adapting the dress to this powerful color, the scene became a reflection of the year's trends and mood—radiating creativity, elegance, and strength.



A FLORAL RUNWAY: WHERE CREATIVITY MEETS COUTURE

The client envisioned a shoot where the spotlight fell on the seamless fusion of fashion and florals—a celebration of creativity and innovation designed to captivate and inspire. My inspiration for this project came from the dynamic world of runway fashion show reality shows, where artistry, drama, and talent collide in an electrifying display of design.

Runway shows are more than a showcase of garments; they are cultural bridges that bring trends to life and transform the way we see style. Reimagining this concept, I used florals as both a medium and a muse, blending blooms with couture to create designs that were bold, expressive, and transformative.

Each element was carefully crafted to reflect the raw energy of a runway: florals flowed like fabric, structured arrangements mirrored architectural silhouettes, and vibrant colors drew the eye like the spotlight on a stage. To heighten the impact, I chose a cold blue background, creating just the right tension—a visual contrast that amplified the drama and ensured every floral detail and garment stood out with striking clarity.



WHERE FLORALS AND FASHION COLLIDE,
TENSION AND ARTISTRY CREATE A STORY
THAT CAPTIVATES THE RUNWAY.





A BLOOM BACKSTORY

This photoshoot demanded a meticulous approach to bring the client's vision of merging fashion and florals to life. Inspired by the electrifying energy of runway fashion shows, we pushed boundaries by transforming over 400 single flower heads into a custom-made floral fabric.

Each bloom was carefully selected and placed to create a pattern that mimicked the intricate texture and color play of couture fabrics. The process combined artistry and precision, where texture, color, and pattern worked in harmony to craft an intriguing floral masterpiece.



04

REBEL ELEGANCE: A TALE OF BOLD ATTITUDE

In this shoot, the spotlight falls on unapologetic confidence—a narrative of elegance fused with rebellious flair. This is not just about breaking the rules; it's about rewriting them with sophistication and style. The client envisioned a character who embodies strength with grace, a daring persona that commands attention yet exudes a refined allure.

Inspired by the contrast between raw attitude and poised elegance, I crafted a narrative where florals played a sharp and unexpected role. A warm palette of deep oranges, vibrant yellows, and bronze accents brought vibrancy to the florals, while metallic golds formed the overarching frame and construction, grounding the design in strength and opulence. The structured arrangements reflected the precision of haute couture, while touches of asymmetry added a bold sense of defiance.

The model became the muse for this vision: her commanding stance and piercing gaze balanced by the flowing softness of her attire. Together, these elements told a story of a woman who embraces her contradictions—fierce yet graceful, bold yet refined, rebellious yet timeless.

This shoot was a celebration of individuality and strength, proving that attitude and elegance are not opposites but powerful allies in the art of storytelling.



WHERE STRENGTH MEETS GRACE, AND BOLDNESS REWRITES
THE RULES OF BEAUTY WITH UNAPOLOGETIC SOPHISTICATION.







A BLOOM BACKSTORY

This shoot began with a Venetian-inspired mask, evoking mystery and opulence. Yet, as the concept unfolded, it led to new creative insights, elevating the original vision while staying true to the essence of the shoot. Decadence gave way to bold confidence, and the narrative transformed into Rebel Elegance.



05

BEHIND THE SCENES

Every masterpiece begins with a story, and behind each photograph lies a world of creative exploration, problem-solving, and passion. This collection is no exception. From initial concepts to final details, the journey was as intricate and inspiring as the images themselves.

In one shoot, the spirit of Venetian decadence transformed into Rebel Elegance, as bold florals and metallic golds set the stage for a daring yet refined vision. Another celebrated the electrifying energy of the runway, with over 400 single flower heads meticulously arranged to create floral fabric, merging couture and nature in seamless harmony.

The Pre-Raphaelite-inspired story brought its own challenges, with the team scouring city streets to find long vines to complete the wild garden vision. Together, we overcame the unexpected to craft a setting that felt as poetic and layered as the narrative itself. And then, a commanding diva reigned supreme, crowned with silver floral jewelry and dressed in a palette of royal purples and pinks—a bold yet graceful homage to the timeless power of femininity.

These moments behind the scenes are where creativity truly thrives. Obstacles become opportunities, teamwork fuels innovation, and every detail—no matter how small—plays its part in bringing a story to life.

Step beyond the lens, and you'll find a world where artistry is as much about the journey as the destination. Welcome to the magic behind the blooms.

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