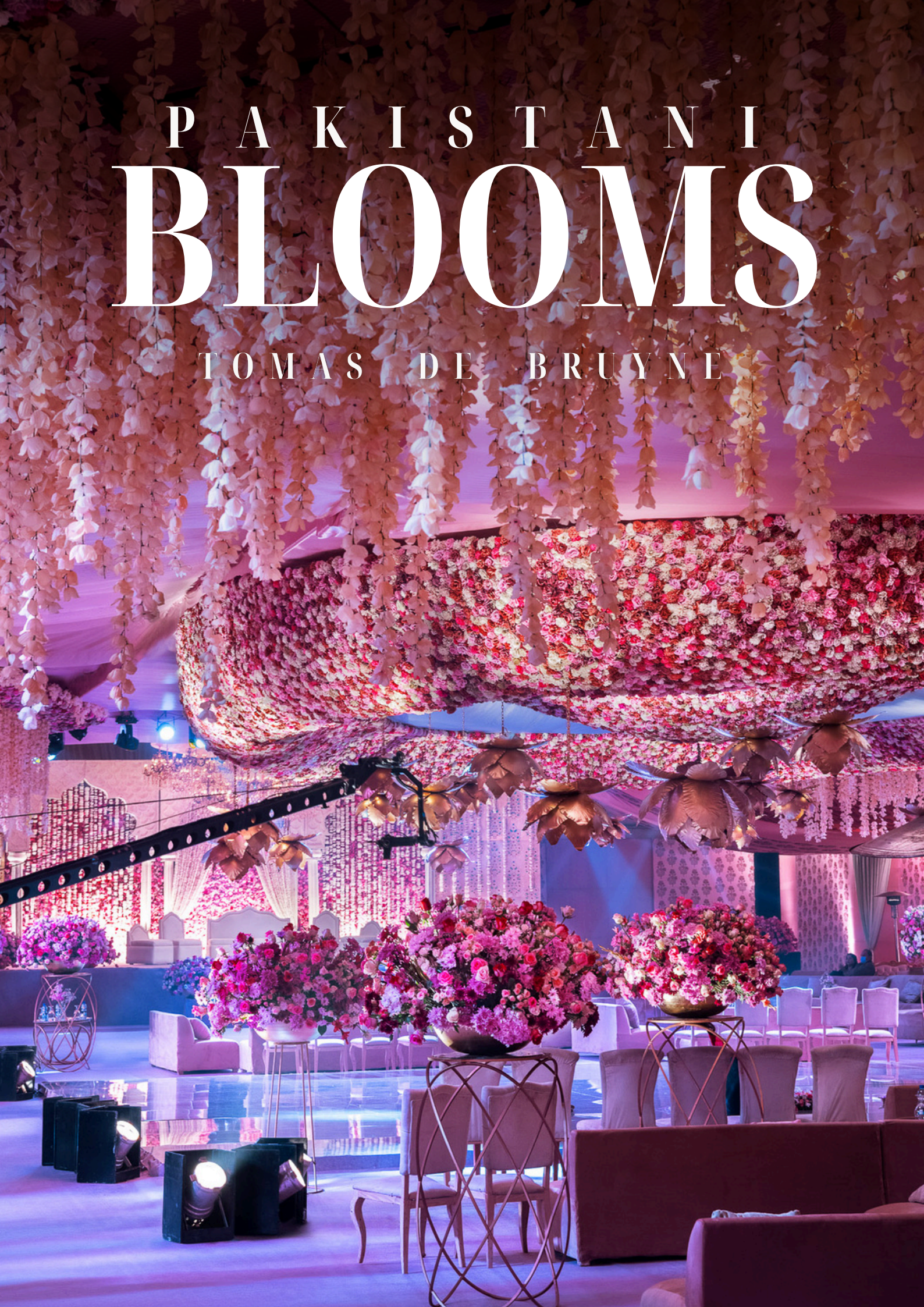
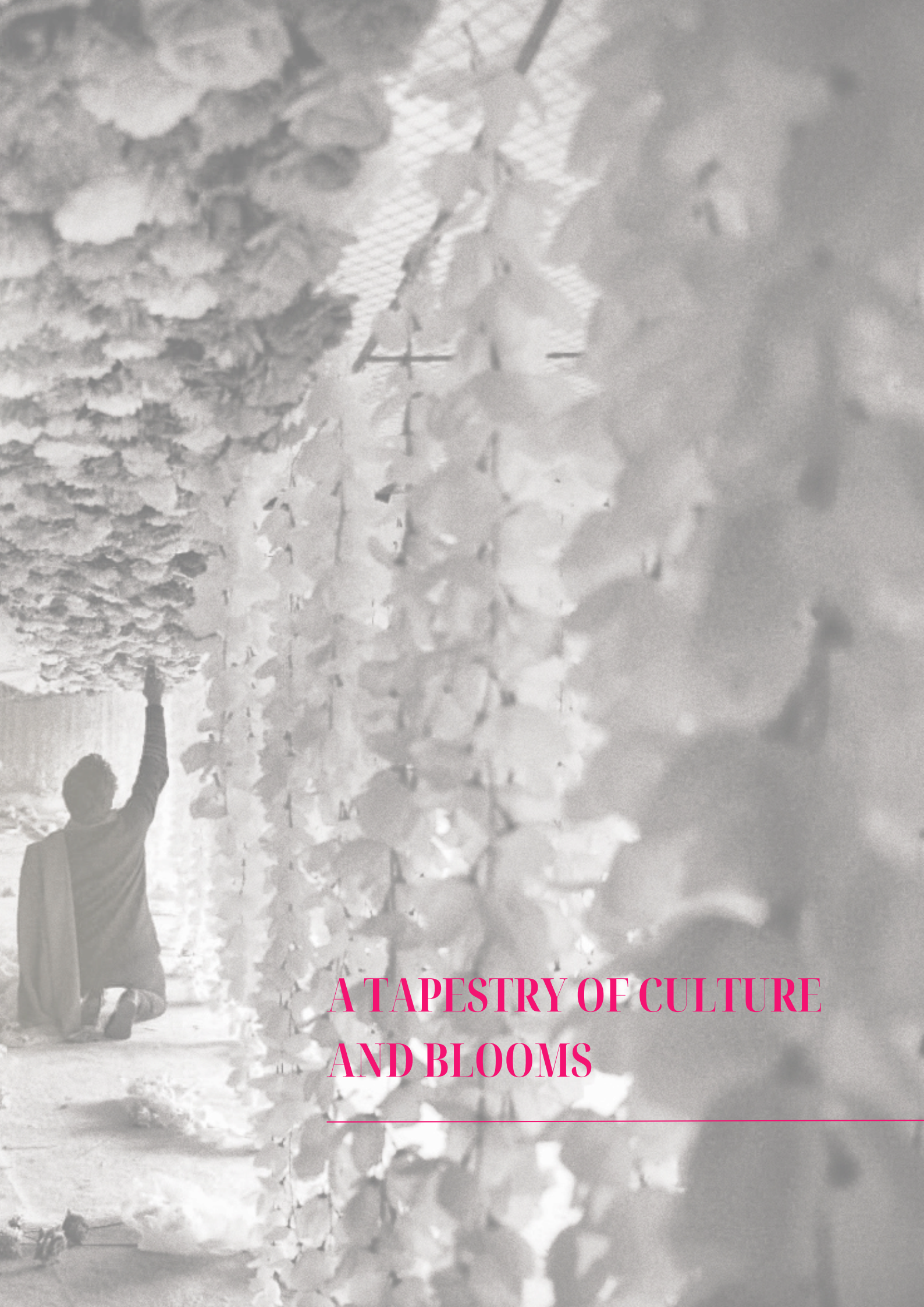


# PAKISTANI BLOOMS

TOMAS DE BRUYNE







**A TAPESTRY OF CULTURE  
AND BLOOMS**

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Every celebration tells its own unique story, and in Pakistan, we had the honor of creating one that unfolded over five extraordinary days. Commissioned to design the Sangeet, Mehndi, and Wedding, this journey was a deep exploration of tradition, Mughal architectural influences, creativity, and cultural richness.

The Mehndi ceremony stood out as a particularly special experience. With a romantic yet vibrant pink color palette softened by pastel mint accents, the design struck a balance between joyful innovation and respect for ritual. Hanging flowers swayed gracefully to the rhythm of celebration, while cascading blooms transformed every corner into a vibrant floral wonderland.

Each detail was thoughtfully curated to honor the cultural significance of the Mehndi while adding a touch of floral opulence. The result was a stunning fusion of elegance and emotion, where flowers became a living reflection of love and tradition.

This wedding wasn't just a celebration—it was one of the grandest floral wedding productions Pakistan has ever seen. Let's step into the Mehndi—a celebration of color, fragrance, and artistry, woven into an unforgettable masterpiece of memories.

*Tomas De Beuyne*

## THE PAKISTANI WEDDING JOURNEY





## CRAFTING THE FRAMEWORK OF A MEHNDI CEREMONY"

Floral design isn't just about decoration; it's a language. For this Mehndi, the message was one of vibrancy, joy, and love, all captured in a pink palette that ranged from soft blush to bold fuchsia. But the challenge went beyond selecting the right hues—this was about creating movement and emotion within the design.

The cascading floral installations were inspired by the liveliness of the event itself. Roses, symbolic of timeless romance, took center stage, accompanied by delicate vines that added texture and fluidity. The hanging blooms swayed with the rhythm of the celebration, almost as if they were alive, echoing the energy of the festivities below.

Designing in shades of pink brought its own challenges: how to keep the palette dynamic without overwhelming the space? The solution lay in layering textures and tones, creating depth and harmony. The result was not just a visually stunning setting but an emotional atmosphere that resonated with every guest.

## MUGHAL GRANDEUR IN MODERN DESIGN





## **THE LANGUAGE OF FLOWERS: A SYMPHONY OF COLOUR**

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## **THE POETRY OF PINK**



## THE ROLE OF LIGHT AND COLOR IN MEHNDI DESIGN

Lighting is often the unsung hero of design, but for this Mehndi, it played a starring role. Soft, warm lighting washed over the vibrant pink florals, creating an ethereal glow that enhanced their richness. Overhead, draped canopies with intricate patterns brought the visual storytelling full circle, tying together the architectural and floral elements. But light does more than illuminate; it transforms. Metallic accents reflected and refracted the glow, adding depth and dimension to the space. The interplay of light and shadow brought the design to life, creating a dynamic environment that felt both intimate and grand.

The biggest challenge was balancing the vibrancy of the pink palette with the softness of the light—how do you make it bold yet serene? By layering the light sources and positioning them to highlight key details, the Mehndi space became a stage where every bloom, every texture, and every architectural motif played its part in the performance.

## ILLUMINATING TRADITION



# DESIGNING WITH EMOTION AND COLOR

The Art of Transition: Designing with Emotion and Color

Creating a color palette for this Mehndi was about more than just aesthetics—it was about storytelling. The design needed to bridge two pivotal events: the vibrant celebration of the Sangeet and the grandeur of the Wedding. It had to feel like a seamless transition, while still standing out as its own unique moment.

Building on the family’s cherished range of pinks, I began with the vibrant, masculine, and high-saturated palette of the previous event. For this design, I explored more hues and tints of pink while introducing unexpected accents like mint green. These unconventional tones brought an innovative twist to the palette while staying deeply rooted in tradition—a bold yet respectful homage to the family’s preferences.

For me, it’s not just about the color itself but about how the color feels. Each hue was chosen to evoke emotion, energy, and a sense of progression, capturing the essence of a celebration that was both a bridge and a highlight. This palette was a testament to how thoughtful design can turn colors into a story, one that resonates with both tradition and innovation.

## THE ART OF TRANSITION

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## FEATURED IN WEDDINGS & HONEYMOONS MAGAZINE

I'm pleased to share the pages from my feature in Weddings & Honeymoons Magazine within this brochure. The article highlights a the five-day Pakistani wedding that I had the honor of designing, showcasing the Mehndi celebrations.

In the interview, I delve into the creative process behind merging Mughal-inspired architecture with vibrant florals, and the attention to detail required to honor tradition while bringing innovative ideas to life. It's a story of cultural richness, artistry, and collaboration that I'm excited for you to explore.

Enjoy the insights and visuals, and immerse yourself in the journey of creating this unforgettable event.

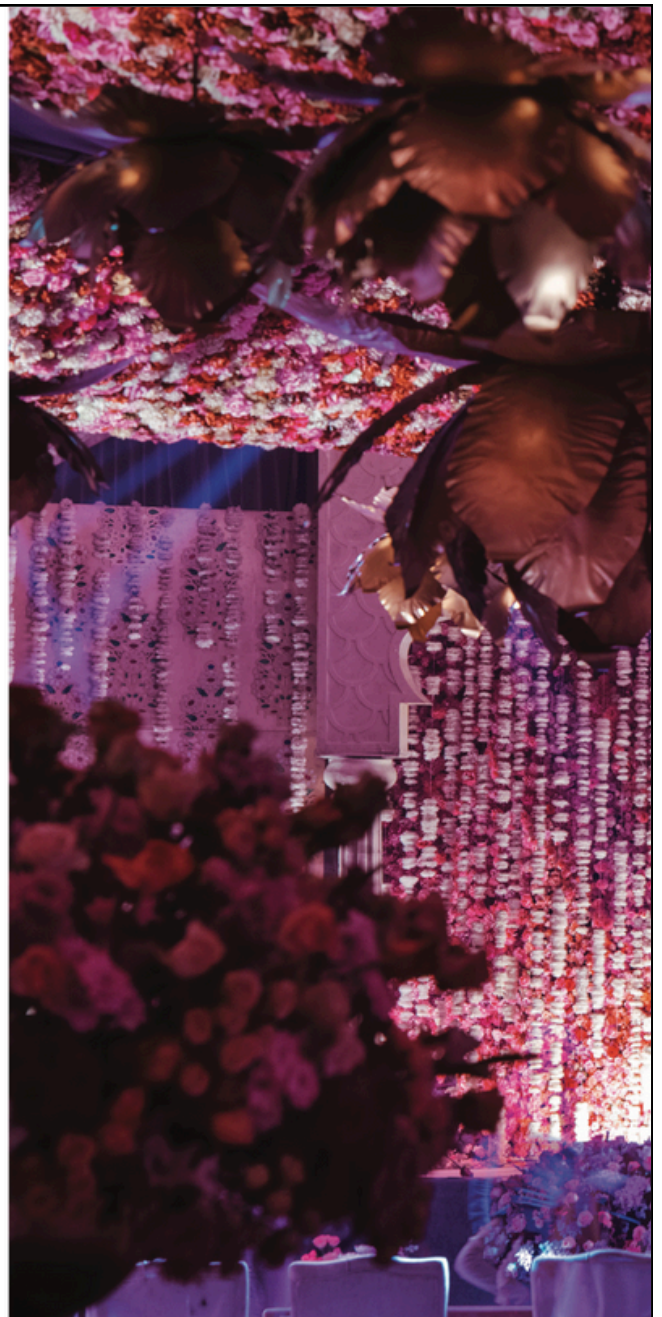
## PRESS ARTICLE

# Get the Scoop from the Celebrity Florist

Internationally acclaimed floral designer **Tomas De Bruyne** tells us what it takes to design large-scale events...

## A LITTLE ABOUT TOMAS DE BRUYNE

Tomas De Bruyne Floral Experiences Worldwide is a successful company specialising in large-scale floral art installations for unique weddings, authentic private celebrations and prestigious social events. Tomas de Bruyne, is an internationally acclaimed floral designer, winner of multiple competitions, author of over 15 books, teacher and influencer who founded the company in 1999. From being a personal decorator for the Swarovski family, setting up multiple large-scale floral installations for high-end Indian weddings to becoming Senior Advisor for the Olympic Games in Beijing, Tomas de Bruyne creates artistic designs. To create magical oversized floral installations, he combines functionality with aesthetics, using stunning colour palettes, tailored to the clients' taste and need.



## A MEMORABLE MEHNDI (PRE-WEDDING) EVENT IN PAKISTAN

Big events have a magical ring to them, however, they come with big responsibilities, a lot of project management and big-scale organizing capacities. Any small mistake that has near to no impact when you design a small intimate wedding, becomes a huge problem when the size increases. And it's not just the size of the event that can contribute to things unfolding wrongly, but also the number of people involved, the number of materials used and of course, the big challenges that come with satisfying the clients' needs.



"In my career as a floral designer, I have always guided my work by striving for perfection and working towards a concept. It's been over 10 years that I have been travelling the globe working for some of the most demanding clients on the planet, and yet this approach to projects has always proved successful for both myself and the people my designs are created for. Working with a concept in mind, envisioning the outcome from the very beginning and then calculating the steps needed to achieve it whilst focusing on delivering emotions, not products, have been key elements in all the professional relationships.

The Pakistan Mehndi event was the first time for my team in Pakistan. Travelling for so long, I have learned the lesson that any experience in a new country is defined by the people

you encounter. I have had a very good feeling from the very beginning about the event management team of JS Events, and everything that unfolded from the moment we agreed to work together, was proof that I was right. The challenges of putting such a large-scale wedding together were overcome by good communication, openness and the desire on both parts to offer the client the most magical event possible. Technical drawings, mood boards, calculations and lists of all elements involved have been thoroughly provided to the event managing company by the team of Tomas De Bruyne Events, introducing them to a new way of working, where surprises are not surprising, where adaptability is possible and where the client's story and the message don't get lost along the way.

## WHEN IT COMES TO THE DESIGN OF THE EVENT...

the main focus is always delivering a message and adapting to the client's desires, without losing my signature style. Floral design for any event, and grand events, in particular, is not focused on the things I like or enjoy. It is centred around my client's needs.

Colour plays an important part in my designs and therefore, I always work around a colour palette, making sure that every element fits into the story I create. The Mehndi is a very traditional event in itself and therefore, we picked a more traditional palette. No extravaganza, no avant-garde combinations, no edgy colours were involved.

The choice of botanicals becomes a choice of colour and texture and in the particular case of Pakistan, working like this proved to be efficient, as Pakistan is a country where flower imports are banned and I had to rely only on the local production of botanicals. Merging the materials available into shapes and forms with the right intent, working around a colour palette that fits the occasion and following the desired outcome ensured a successful result in the end.

The spectacularity of big-scale events lies in much more than just the size and number of flowers or structures involved. People perceive the wow factor, the emotions and the beauty through details just as much as they are amazed by the size. With my team, we worked on every single detail to create a series of elements which cohesively worked perfectly."

Tomas De Bruyne





“

Wedding events in Pakistan usually cater to more than 500 guests so weddings are always organized on a large scale here. When we got appointed to do this particular wedding, we knew that no one other than Tomas De Bruyne would be able to create a spectacular floral design. Jalal Salahuddin

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## PLANNING & EXECUTION

Working towards the day...

Executing such large-scale projects requires months of planning and that's exactly what was done for this event.

We had numerous meetings with the client after which, it was decided that we would take inspiration from Mughal architecture and give it a modern twist. Once the theme was decided, it all came down to the design. The team at Tomas De Bruyne and Jalal Salahuddin Events worked closely for several weeks to come up with a floral and architectural design that would give the event the grandeur of the Mughal era while adding modern design elements here and there.

Two weeks before the event the floral team at Tomas De Bruyne flew down from Europe to start the execution. Hundreds and thousands of flowers were divided into categories and separated based on their type and sizes. The flowers were then coded accordingly and dyed into different shades of pink. Every shade of pink was stored separately so it was easy to identify the flowers. This process took almost 5 days. After this time, work on the actual structure began. A Mehndi event in Pakistan is always a traditional affair. Keeping that in mind, we took inspiration from the Mughal architecture of the 16th and 17th century while adding a modern twist.

The stage design was kept very traditional, with pointed white arches, and accentuated by an exquisite flower wall at the back. Fresh flowers in pink and cream were used in the flower wall and were offset by a curtain of fresh motia flowers in the centre - famous for filling up any space with their sweet fragrance. To enhance the stage further, a collection of 50 gold chandeliers was made into one large piece and hung in the centre of the stage. To make sure that every element was in sync, the seating of the stage was also designed in line with Mughal architecture with the back of the seats forming pointed arches.

Another eye-catching feature of the event was the dance floor, inspired by the water lily fountains in the Mughal era. To give it a modern twist, instead of placing water lilies in fountains, they were hung upside down from the ceiling of the dance floor so they could reflect on the marble of the dance floor. The lilies were specially designed and painted gold by craftsmen in Pakistan many days prior to the event. Traditional water lilies mixed with the elliptical design of the ceiling with modern flowers created a spectacular impact and gained the attention of everyone entering the space. Domes were another essential part of the Mughal era. The event had a magnificent dome entrance created with a floral fountain in the middle which was accentuated by traditional candle lamps (Diya) and flowers on the floor, surrounding the fountain.

### JS Events, Pakistan

For more info visit: [tomasdebruyne.com](http://tomasdebruyne.com)  
Photography by ALEX MATEIU

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