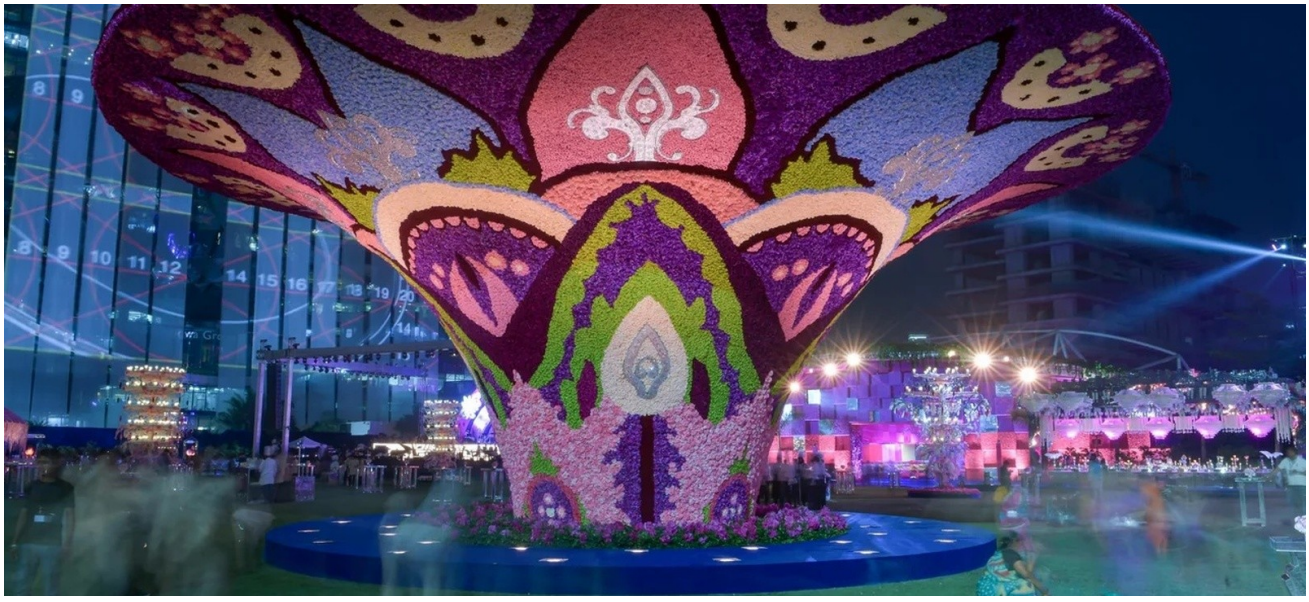
EUROPEAN FLORAL DESIGN & EVENTS SUMMIT

FLOWERX 2027

Media kit for the press

22–24 January 2027
ROMEXPO · Pavilion C2 · Bucharest



Floral architecture for the **Ambani** celebrations in 2024. **Preston Bailey** portfolio, featured on flowerx.ro; the image does not depict the FLOWERX 2027 venue design.

Preston Bailey in Bucharest

An international figure in luxury event design comes to FLOWERX. More than four decades of creative work, monumental installations and expertise shared with professionals.

Masterclass 22–23 January | Expo 23–24 January

Official website and tickets • flowerx.ro

Preston Bailey brings his vision of luxury events to FLOWERX

The creator of experiences for celebrities and royal families comes to Bucharest for a two-day Masterclass and an appearance on the main stage.

Bucharest — **Preston Bailey**, an event designer, producer and director with more than four decades of international experience, comes to FLOWERX 2027 from 22 to 24 January at ROMEXPO, Pavilion C2. Known for transforming spaces into immersive settings and monumental floral installations, he brings to Bucharest the perspective of a creator working on the scale of international luxury events.

The Masterclass “Mastering the Art of Luxury Events” takes place on 22–23 January. It is intended for florists, designers, event planners and studio founders developing their offering for the premium market. Published topics include positioning, client relationships, defining services, teams and pricing models. The detailed timetable will be published separately.

Expo is open on 23–24 January. The programme includes exhibitor stands, live demonstrations, workshops, business conversations and networking. **Greg van G** is announced for “Signature Floral Show” on 24 January. “The **Preston Bailey** Experience” is scheduled for 24 January from 17:15.

Vogue includes him in its selection of wedding planners and mentions the **Ambani** projects, alongside clients such as **Oprah Winfrey**, **Michael Douglas** and **Catherine Zeta-Jones**. His portfolio also includes the design of weddings for members of the Trump family. His installations have been presented in New York, Las Vegas, Hong Kong, Jakarta and London. At FLOWERX, this experience becomes a conversation about creative vision, production and the value of a premium service.

FLOWERX 2027 is organised by **Flowers Market Holland**. The programme is subject to change. Current information and tickets are available on flowerx.ro.

About FLOWERX

FLOWERX is a European summit dedicated to floral design, event production and business. It brings together florists, designers, producers, suppliers, event planners and brands through Masterclass, Expo, demonstrations and professional meetings.

Press enquiries

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Official programme

Preston Bailey · official profile and press

The event at a glance

Name	FLOWERX 2027 — European Floral Design & Events Summit
Dates	22–24 January 2027
Venue	ROMEXPO, Pavilion C2, Bucharest, Romania
Masterclass	22–23 January · **Preston Bailey** · dedicated admission
Expo	23–24 January · exhibition, stage, demonstrations and networking
Confirmed guests	**Preston Bailey** and **Greg van G**
Organiser	S.C. **Flowers Market Holland** S.R.L.
Audience	Florists, designers, event planners and producers, suppliers and brands
Information and tickets	flowerx.ro

Programme highlights

22 January · First day of the **Preston Bailey** Masterclass.
23 January · Second Masterclass day and first Expo day.
24 January · Second Expo day. The **Preston Bailey** Experience: 17:15–18:15. Signature Floral Show with Greg van G: time to be confirmed.

Admission

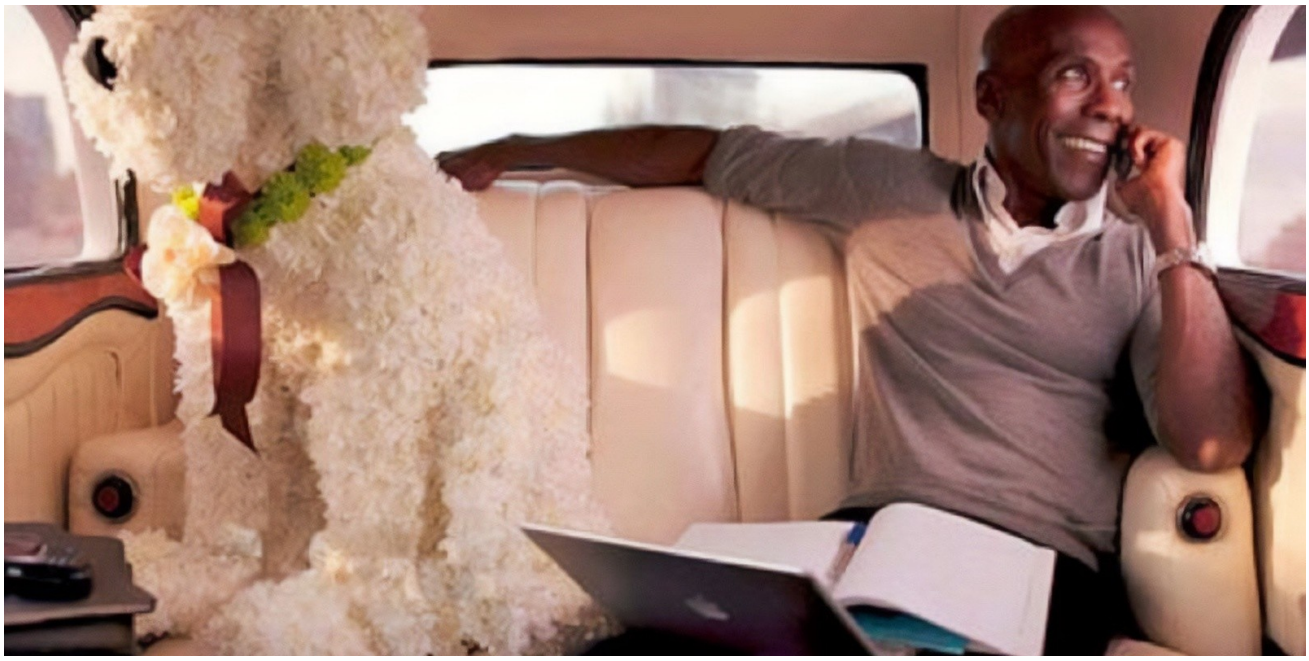
The Expo ticket is valid on the selected day or days. Stage access requires EXPO + STAGE for the selected day or FULL PASS. The Masterclass requires separate admission; the Masterclass ticket also includes Expo. Check prices and sales phases in the official catalogue.

Updated programme

Tickets and admission conditions

Information checked on 10 November 2026. The programme is subject to change.

Preston Bailey



Preston Bailey beside a floral sculpture. Source: the official FLOWERX guest page; the image is presented as an official **Preston Bailey** Designs photograph.

Preston Bailey opened his studio in 1980. From New York, he leads a team of designers, builders, directors and artists delivering international productions. His installations have been presented in New York, Las Vegas, Boston, Hong Kong, Jakarta, Taiwan and London. His practice combines floral design, event direction and sculpture, with projects that transform entire spaces.

Names featured on his official website include **Serena Williams** and **Alexis Ohanian**, **Catherine Zeta-Jones** and **Michael Douglas**. His PB Live! and PB Protégé programmes share his creative process, installation mechanics and pricing logic with professionals. At FLOWERX, he leads the Masterclass on 22–23 January and appears on the main stage on 24 January.

He designed the weddings of **Donald Trump** and **Melania Knauss**, **Ivanka Trump** and **Jared Kushner**, and **Eric Trump** and **Lara Yunaska**, according to a **TIME** report quoting the designer.

Official profile · Preston Bailey

Greg van G

Greg van G, whose full name is **Gregory Van Glaanen Weygel**, is a designer and collaborator on productions associated with **Preston Bailey**. His FLOWERX profile focuses on translating creative vision into production and coordinating execution. He is confirmed for Signature Floral Show on 24 January, time to be confirmed.

Greg van G profile

From floral sculpture to luxury events



A public floral installation in the shape of a peacock, from the **Preston Bailey** portfolio featured on flowerx.ro. It is not a work announced for FLOWERX 2027.

From concept to production

Sculptures built from flowers, spectacular ceilings and immersive settings: **Preston Bailey**'s portfolio offers stories for design, visual culture and lifestyle publications. His participation at FLOWERX provides an opportunity to explore how a vision moves into execution.

Creative entrepreneurship

The Masterclass offers an angle on premium services: defining an offering, client expectations, organising teams and choosing a pricing model. These topics are relevant to studios and businesses in the events industry.

Suppliers and technology

The published programme includes conversations about the flower market, retail, growers, technology and AI. Expo provides a setting for meeting suppliers and exploring products; consult the website for the current list of participants.

Visual reporting

Demonstrations and stage appearances offer opportunities for photography and video reporting. Filming conditions, access to working areas and interview availability must be agreed with the organisers.

Programme and speakers

Contact and visual materials

Enquiries to the organisers

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For accreditation, interviews, photographs and filming conditions, provide your publication, journalist's name, subject and editorial deadline. Admission and guest availability are confirmed individually with the event team.

Contact FLOWERX · Press and media enquiries

Identity and images

Logos and identity materials are available through the official press centre. Use the logo without distortion or recolouring, on a background that maintains legibility.

Images in this kit come from the FLOWERX website. Portfolio photographs illustrate **Preston Bailey**'s work and do not depict installations promised for the 2027 edition. To republish images separately, request approved files, photographer credits and usage conditions from the organisers.

Official press centre and SVG logo

Official sources

Event and organiser

Programme

Masterclass

Preston Bailey

Greg van G

Preston Bailey · portfolio and press

Vogue · wedding planners selection

TIME · **Preston Bailey** and Trump family weddings

Media kit edition: 11 October 2026. Programme and admission information is updated on the official website.