

Biography

Sören has been loving flowers since his childhood. Making a flower arrangement for his class tutor in the first year of secondary school proved to be a catalyst for his career. That moment, he really started feeling the vibe of floristry and commenced discovering the world of flowers.

Sören finished his last year of agriculture school with a specialization year in floristry in Mechelen. At school and especially during his internship in the flower shop of Greet Verheyden, Kraeyhof in Bornem, he became familiar with the most important basic techniques. A completion of his floristry training was accomplished by becoming an intern with Geert Pattyn in Geluwe. It was a place where he learned many new techniques and he was able to put into practice what he observed during the internship.

By taking part in the Fleur Talent! Project, Sören got to know the entire floral supply chain and he built a network of nurserymen, wholesalers, florists... His internship location developed into his workplace. In the meantime, Sören has become a fixed employee of Geert Pattyn.

Three years later Sören decided to give his career a boost, he works now as a Freelance florist, flowering of weddings, gives workshops, seminars, and taking care of demonstrations, exhibitions, product presentations...

During his career, Sören also took part in a lot of contests. His main challenge and motivation is to keep innovating, to keep experimenting and to keep pushing his boundaries.

- Fleurcup Young Talent Chandelier 2010 : 1st prize ;
- Selection Worldskills 2011 : 3rd place ;
- Fleurcup Young Talent 2011 : 1st prize ;
- San Remo Italy 2012 Bouquet : 1st prize ;
- Selection Euroskills 2012 : 2st place ;
- Euroskills Spa Francorchamps 2012, together with Charlotte Bartholomé : Gold medal ;
- Belgian championships juniors 2012-2013 ;
- Selection Worldskills 2013 : 1st prize ;
- Eurofleurs Croatia 2013 ;
- Selected for Urban Crafts 2013 : Silver medal ;
- Competition Best valentine bouquet 2014 : 2nd place ;
- Belgian championship 2014 : 3rd place ;
- Battle to represent Belgium in the European Championship 2015 : 1st place ;
- Concours mondial des fleuristes Tours (FR) 2015 : Bronze ;
- Bouquets d'aujourd'hui 2016 (FR) : coup du Cœur ;
- European Championship 2016 ;
- Become Expert for Worldskills Belgium ;

Passed a lot of experience :

- Demonstrations in the Netherlands, Belgium, Italy ;

- Product presentations in Belgium, France ;

- Teacher for a seminar in Taiwan, China and in Belgium ;

- Participate every year at the biggest flower event Fleuramour (Belgium) and Magical Winter Moments ;

- Participation Floralties of Ghent.