

Joanna's Story

Joanna is well known as the founder of Aurora, a tremendously successful flower shop in the heart of fashionable Belsize Park, Hampstead. She began back in 1993 and for nine years [until Dec 02] she was privileged to provide her unique creative services to the cream of London's film and music industry. No job was too big or too difficult, nothing was out of the question, things had to be done yesterday, things had to be always different, things had to be carried out to perfection! No wonder Englands Lane is not the same any more!!

Joanna sold her beautiful shop in order to move on to create her life's ambition which was to start her own school in order to pass on to others her art of flower arranging. Bob Hoskins, Derek Jacobi, Helena Bonham-Carter, Connie Booth, Jude Law and Ewan McGregor were part of her most faithful clientele. Dave Stewart, Siobhan Fahey, Gary Kemp, Yaz, Boy George, Herbert Groonemeyer the list is endless, even "Ali Gee" would frequent her establishment. Christmas would never be the same without decorating Bob Hoskin's house or arranging flowers for his children's birthday parties. Being the florist to Geoffrey Moore, son of Roger Moore, and making his exclusive restaurants and bars entirely beautiful with flowers, especially on his launch party!

As said the list is endless, but the thought that all her expertise will be passed on makes Joanna very happy as does the knowledge that her regular customers will be pleased that more florists will be around with her techniques and know-how.