

THE FLEETING MASTERPIECE

Annandale Florist, Jodie McGregor is adept at turning natural wonders into works of art.

It is a phenomenon well witnessed in Sydney's clique of Restaurateurs and food enthusiasts. The talented 'artist', the culinary visionary, the superstar moves across town to a new business and a new kitchen, and hundreds of dedicated fans go with them. Such, it seems, is the talent of the chef and such the aura of quality and fashion surrounding their name, that people would rather tackle cross-city traffic than eat somewhere else.

So it was when Jodie McGregor left Balmain's Darling Street for Annandale. A florist for ten



years, Jodie's list of dedicated clients is a long one. And though she does not enjoy the messiah-like profile of Sydney's top chefs, as florists go, Jodie McGregor is the closest to a celebrity you could get.

Not sure what we mean? Just poke your head in to her Johnston Street shop and you will soon get the idea. The dazzling blooms, the striking bouquets of the very best Australian flowers - this



is the 'art' of Jodie McGregor.

And never is her talent and discerning eye for top quality produce better displayed than in Spring. It is this time of year that unleashes the full poetic majesty of flowers. Blazing tulips, daffodils and sweet peas burst forth to live their short lives in the full sun. And Jodie McGregor is there to gather them all up, to combine them, to place them in contrast and to nurture them. She is there to create the fleeting masterpiece. ■



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