

Flowers and messages: video B

Marie-Paule Cannedu's passion is flowers.
She is a florist near Marseilles.
People come and see Marie-Paule for all of life's important dates.

Nathalie: "So do you have a calendar that you follow?"

Marie-Paule: "We start with the 1st of January, then it's Valentine's Day, the date for love on the 14th February,
then it's Grandmother's Day which is between the 3rd and 5th of March for us,
then of course it's lilies of the valley on the 1st of May.
Traditionally at the end of May you have Mother's Day which is a very very important date in France,
then it's All Saint's Day, the festival of the dead unfortunately,
then Christmas, a very very beautiful celebration and then New Year's Day. That's it!"

Nathalie: "Do you think men are giving flowers more than before?"

Marie-Paule: "Oh Yes! Much much more and our clientele is getting increasingly younger.
So er...bit by bit they're turning up...and there is also the location of the shop, meaning they're embarrassed to walk around with a bouquet of flowers.
So what do they do? They hide it.
So they generally find a florist with a car-park so that they can come out and put their bouquet in the back of the car and they're off!
But, more and more men are buying flowers for women and more and more women are buying them for men."

Nathalie: "So we're buying flowers for men?"

Marie-Paule: "Oh yes! Very much, very much so, it's really... they love it, they love it, they really do love it."

Nathalie: "do you buy flowers for... for men?"

Sales assistant: "Oh yes! For my husband! I give him roses, red roses though."

Nathalie: "Why?"

Sales assistant: "They mean love!"

Nathalie: "Passion!"

Sales assistant: "Passion and ardour!"

Nathalie: "What are your favourite flowers?"

Marie-Paule: "Ah! The lily. The lily because it is majestic, it's beautiful.
It lasts a long time, you watch it open, it's wonderful!"

Sales assistant: "For me it's white roses."

Sales assistant: "Well the freesia is my favourite flower."

Nathalie: "Why?"

Sales assistant: "It is a flower that smells extremely good!"

Sales assistant: "My favourite flower is the marguerite!"

