

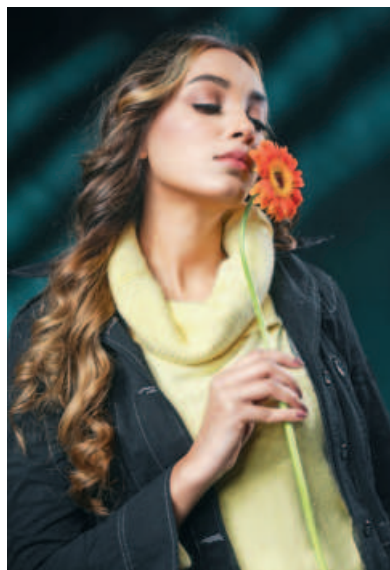
#FASHION & BEAUTY

# Unveiling a mystery — The magic of flowers

People have held a perennial fascination for flowers. While most do not see its allure beyond beauty and fragrance, some have been known to be inexorably drawn to these natural marvels despite their apparent lack of functionality. The question is, why?

From roses to gypsies, they hold a charm that becomes a representation of our feelings and emotions. As gifts, they work equally well in moments of joy or sorrow, and for the recipient, a carefully selected bouquet can transform a mundane day into an extraordinary one.

Flowers, in their varied colours and with their lasting fragrance have a symbolic value that can make our darkest days better. Research suggests, a bouquet can help fight anxiety and reduce stress and depression; their soothing presence brings comfort. Besides, the wide range of flowers that one can offer as gifts makes it a perfect present for every occasion. There is also one flower for every relationship, from romantic affiliations to familial bonds.



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