

GO THAW



THE FACTS:

OWNS HER SHOP: A year and a half
HIGH-PROFILE CLIENTS: Russell Crowe, Renée Zellweger
ARRANGEMENTS START AT: \$100

THE SCOOP:

HOW DID YOU BECOME A FLORIST? I purchased Bloom in 2003, but before that I was CEO of various fashion companies and one of the most successful businesses I ran was the Emanuel label for Emanuel Ungaro, which grew to a \$100 million company.

WHY DID YOU MAKE THE SWITCH TO FLOWERS? I needed a new challenge. I still wanted to stay within a creative field and use my talent from the fashion industry along with my business savvy—I like to use both sides of my brain. I see great opportunities for Bloom.

WHAT'S IN STORE? I see Bloom as a luxury brand. A luxury flower boutique that also sells home furnishings and accessories is a very exciting concept.

WHAT SEPARATES BLOOM FROM THE PACK? I think we look for uniqueness in creating arrangements. We're also a lifestyle store, we try to make the store new every single week.

HOW WOULD YOU DESCRIBE THE BLOOM LOOK? I would say we're very modern, sleek, and elegant, and there's always a twist to what we do.

MOST OUTRAGEOUS CLIENT REQUEST? On Mother's Day a famous rapper spent \$6,000 on one arrangement for his mother. It was sheer mass and color that really made the arrangement exceptional.

REQUEST YOU'VE HAD TO SAY NO TO? I've only said no if I felt it wasn't in keeping with the spirit of who we are. Sometimes someone will call up and say, "I want a dozen carnations." Now we might consider doing carnations if we were told to do it in a way that feels like Bloom. In that case, we would put it in a very unusual container and I would probably do a hundred carnations in maybe a very dark beautiful red color. That would be Bloom. It has to be sexy, it has to be modern, and it has to have a sense of beauty to it. It never has to do with just the type of flower; it has to do with the color, the shape of the arrangement, and the feeling of how the flowers are put together in that arrangement. The essence of it has to be Bloom.

FAVORITE EVENT THAT YOU'VE WORKED ON? It was a fantasy wedding that we recently did. We had to make the wedding feel and look like a forest—there was a medieval flavor to it—yet the client wanted it very modern. So that was a challenge, to give it the feeling of an enchanted forest but have it be hip at the same time.

Bloom, 541 Lexington Avenue, 212-832-8094.

