

# SHECKY'S<sup>TM</sup>

# BEST<sup>2006</sup> IN NEW YORK <sup>2</sup>

## BEST PETAL PUSHER

### BLOOM

541 Lexington Ave. (@ 50th St.)

Midtown 212.832.8094

Come out smellin' like a rose at this Midtown florist. Known for their monochromatic floral arrangements, Bloom has been featured in *The New York Times*, *Modern Bride*, and *Town and Country*. Each arrangement is carefully crafted using seasonal flowers in lush jewel tones. Bloom's signature bouquet is a tight, compact assortment of high-end flowers—no carnations or baby's breath here. Owner Kim Perrone's signature floral art has made her a staple at weddings, dinner parties, and fabulous NYC events, and she even creates arrangements for the W Hotel. Arrangements start at \$100 and increase in increments of \$25 depending on the flowers and size. Not only does Bloom have the best petals in town, but they also sell everything from pillows to furniture to bath products.

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