

Michigan Grown



Who: Heather Grit, owner and lead designer; Kailee Naber, lead floral assistant and shop manager
What: Glamour & Grit
www.glamourandgritfloral.com
Where: Grand Rapids, Michigan

About: Floral designer Heather Grit opened her first retail venture just before Valentine's Day in 2016. Her shop focuses on everyday flowers, weddings, events and build-your-own-bouquets, as well as gardening plants and supplies. Heather lives in the community and can often be found riding her bike to work, about six blocks from home. She specializes in foam-free arrangements and sources locally grown and American-grown botanicals. Glamour & Grit was nominated for Grand Rapids' Local First LocalMotion Award for positive social, environmental and economic impact.

Square Footage: 1,000 square feet (600 square feet retail and consultations; 400 square feet production).

Specialties: Unexpected and colorful designs for weddings and events and local deliveries.

Seasonal sourcing: Early May through October

Sourcing Practices: "I'm hyper local," she says. "When I have to, during the off-season, I use American-Grown product. I have a large cutting garden, and I'm blessed to have a mother-in-law with an amazing garden. I also source from local flower farmers in my area, including **Dahlia Acres** and **Loam and Stem**."

Seasonal varieties: Peonies, sweet peas, *Zinnia*, yarrow, poppies, *Lisianthus*, love-in-a-mist, millet, fresh moss, *Astilbe*, bachelor's buttons, *Celosia* and foraged greens.

Off-season sourcing: **Mayesh Wholesale Florist** (Detroit), **Nordlie Inc.** and **Kennicott Brothers** (Grand Rapids), **Florabundance** (Carpinteria, California). "My sales reps know that I only use American grown products," Heather says. "The majority of the time, flowers are labeled American Grown, and the farm is on the label. I also buy from **Neal Mast & Son Greenhouse**, a local greenhouse."

Best flowers to ship: I get creative with greens during the winter months and forage through the woods for pines, berries and boxwood.

Advice for others: It is truly all about connections. I receive more business through other businesses. Face-to-face conversations, word of mouth and personal recommendations are my leading sources of business referrals.



(c) Michelle Starr Photography



Marketing: Instagram and Facebook, community engagement. "I'm blessed to have great neighbor businesses, including two hair salons and **Renee Austin Bridal**, an upscale bridal boutique."

Social Media: Facebook [glamourandgritfloral](https://www.facebook.com/glamourandgritfloral)
 Instagram @glamourandgrit
 Pinterest HeatherGrit ■