

HOW WE DO IT

Jean Louise Paquin Allen

Who: Jean Louise Paquin Allen, owner/designer

What: Juniper Flowers

Where: Seattle, Washington

Social Media: juniperflowers.com, @juniper_flowers

About: Founded in 2003 by Jean Louise Paquin Allen, Juniper Flowers is a brick-and-mortar flower shop providing daily deliveries for all occasions, wedding and event design, weekly floral subscriptions, and gift items. The storefront is located in Seattle's pedestrian-friendly Fremont neighborhood, which is home to restaurants, galleries, fashion boutiques and big offices for Google, Adobe, Getty Images and dozens of other tech and biotech firms. The neighborhood's motto is "Center of the Universe," which draws tourists and locals in all seasons.

"We offer impeccable customer service and design our florals with detailed attention to color palette, texture and depth," Allen explains. "Be it a small bedside vase or a grand 200+ guest wedding, we artfully arrange each bloom to bring a client's vision to life. We take into account both the sender and the recipient, wedding couples and guests, from sad to celebratory occasions. By designing with our hearts as well as minds, something truly spectacular happens every time we touch a flower."



Jean Louise Paquin Allen, seen in her Seattle-based studio, is a floral designer whose retail shop draws everyday shoppers, wedding couples and corporate event clients.

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Square Footage: 1,000 square feet in total, divided equally between retail/consultation space and production area.

Services/Specialties: Weddings, events and daily florals for delivery. Juniper Flowers buyers hand-select and source flowers at least three times per week in order to provide clients with the freshest flowers. The retail shop offers hand-tied bouquets, floral arrangements, succulent gardens and elegant orchid plants. Along with fresh designs, Juniper Flowers also sells handmade gift items such as natural soaps, spirit waters and candles, lavender eye pillows, letterpress cards, and local sweet treats.

Sourcing Practices: We source local and American-grown products, with local florals grown by farms in Washington, Oregon and California. We work with our local wholesalers to provide us with the freshest product, whether we are hand-selecting flowers for our shop or ordering for weddings and special events weeks in advance.

Seasonal Sourcing: We shop at the Seattle Wholesale Growers Market, which carries flowers from a number of Pacific Northwest growers. We primarily buy from Jello Mold Farm, Charles Little & Company, Crowley House, Choice Bulb Farms, Dan's Dahlias, Ojeda Farms, Everyday Flowers, Rain Drop Farms, Orchidaceae and Sunshine Farm. Other regional sources include Tosh's Farm and Washington Bulb Company.

Seasonal Favorites: peonies, poppies, *Dahlia*, *Zinnia*, *Echinacea*, *Scabiosa*, hellebores, tulips and *Ranunculus*

Off-season Sourcing Practices: We work with local wholesalers in Seattle to source American-grown flowers, mostly from California in the off-season. Our favorite California rose grower is Euforia Flowers.

Best Off-season Botanicals: *Freesia*, Thistle, *Dianthus* 'Green Ball', *Craspedia*, Queen Anne's Lace, kumquats

Advice for Others: Find your niche, and stick with it. Do something unique to your business model, and be sure every arrangement has a unique element before it leaves your hands! One of the simplest things my shop has been doing since I first opened is to use bamboo as an enclosure card holder in all our daily deliveries. It is more aesthetically pleasing than the plastic sticks.

How We Market: Neighborhood and wedding industry networking events, blogging, Facebook ads, local chamber of commerce membership, submissions to bridal magazines, social media posts and donations to charitable events. ■



A summer bride holds a bouquet fashioned with all local flowers, designed by Juniper Flowers. © Barbie Hull Photography



Sourcing locally is a major emphasis for Juniper Flowers, a neighborhood flower shop that serves a loyal customer base for Seattle weddings, events and everyday blooms. © Rebecca Ellison Photography



An alluring centerpiece designed by Jean Louise Paquin Allen, incorporating locally sourced flowers from Seattle Wholesale Growers Market's member farms.