

Client: Bloomiér Flowers

Description: Brand introduction to marketplace

Bloomiér brings art, poetry, and sustainability to flowers and floral arrangements

The beauty of cut flowers and flower arrangements can often hide an unpleasant secret: the floral industry's large environmental footprint from shipping foreign blooms, using non-recyclable materials, and creating significant organic waste.

So, when Kamila Alikhani decided to turn her lifelong love of flowers into a business, she was above all else committed to breaking this cycle of waste. She set out to create a mindful sustainable approach to floristry she could share with those looking to add the poetry and beauty of flowers to their home or office.

The end result of this search is **Bloomiér**, a floral passion project which breaks away from wasteful traditional practices to offer sustainable, elegant floral arrangements made by hand, with care and attention. Bloomiér offers their flowers through a unique subscription program which offers weekly, bi-weekly, and monthly touch-free delivery to homes and offices throughout downtown and the North Shore.

"I have had a lifelong passion for flowers," said Alikhani, "but when I started working in the business, I was shocked by the amount of waste it created." With that outsider's perspective, she started Bloomiér, rethinking how things had been done before and searching for better ways to work. "I knew I wanted to eliminate the use of materials like floral foam and plastic wrap, source flowers locally wherever possible, and offer beautiful flowers in a mindful way."

The subscription model is one of the keys to Bloomiér's zero-waste method, allowing them to only source the flowers which are needed for each set of arrangements. With no extra stock on hand, there are no unused flowers to throw away. "Scheduled flower delivery is common in offices, and I wanted to offer the same convenience and floral inspiration to homes as well.

Bloomiér takes the reduce, reuse, recycle mantra even further by gathering gently used blooms from large events and turning them into beautiful bedside bouquets to donate to hospitals, hospices and long-term care facilities.

With a unique subscription model and a commitment to a zero-waste and the smallest possible environmental footprint, Bloomiér is the conscious way bring a little floral poetry into the home or office. Learn more at www.bloomier.ca and on Instagram [@bloomier.ca](https://www.instagram.com/bloomier.ca).