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Field of Flowers enters county with Dadeland Florist purchase

By Beth Cohen

Field of Flowers, a company that operates fresh flower superstores in Broward and Palm Beach counties, has purchased Dadeland Florist, a 20-year-old florist located in the Kendall area. Donn Flipse, Field of Flowers founder and CEO, announced recently.

The former Dadeland Florist site will become a new Field of Flowers, at 8803 SW 129 St., just north of The Falls. Rosario Silveira, former owner and seller of Dadeland Florist, was named manager for Field of Flowers' new — and first — Dade County store.

The former Dadeland Florist site is an ideal location for Field of Flowers to venture into Dade County, Flipse noted.



Pictured is Donn Flipse, CEO of Field of Flowers.

"Although it will not be a fresh flower superstore, like the Davie and Boca Raton stores, it will represent a unique concept," Flipse said. "The South Dade site will become the 'design/delivery studio,' a facility where Field of Flowers can produce all types of fresh floral arrangements and deliver them quickly and efficiently throughout South Dade.

"It will also provide a place where brides and other customers who have particular needs can make an appointment to consult with a designer," he said.

Flipse added that plans for a true fresh flower superstore in the area are a consideration for the future.

"Like all retail businesses, the current economy compels owners to refine their business strategy," he continued. "Rather than focusing on ways to cut costs, we decided to look beyond the temporary gloom and pursue more business and new customers. In fact, the recession does bring some benefits, one of which is that some smaller florist businesses can be purchased for lower prices than a year ago. Another is that flower growers around the world are offering us lower wholesale prices on our flowers. We can pass the savings along in lower retail prices in order to attract more buyers," Flipse concluded.

"I'm very happy to be working for Field of Flowers, which has a long history and great reputation in South Florida," Silveira said. "With the resources of a strong company behind me, I know that I can provide even better service and value to long-time customers of Dadeland Florist and attract many new ones."

Silveira said that Field of Flowers brings capabilities such as the call center that takes phone orders seven days a week, and the great online store that is available 24/7 means greater access for her customers.

For information, visit the website at <www.fieldofflowers.com> or call 1-800- 96-FRESH.