

# FLOCRACY<sup>BETA</sup>

## P R E S S   R E L E A S E

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### FOR IMMEDIATE RELEASE

## First-Ever Concierge Flower Company is Redefining the Floral Industry

*Floracracy empowers consumers to custom design top quality arrangements in their style with innovative technology, engaging tools and inspiration.*

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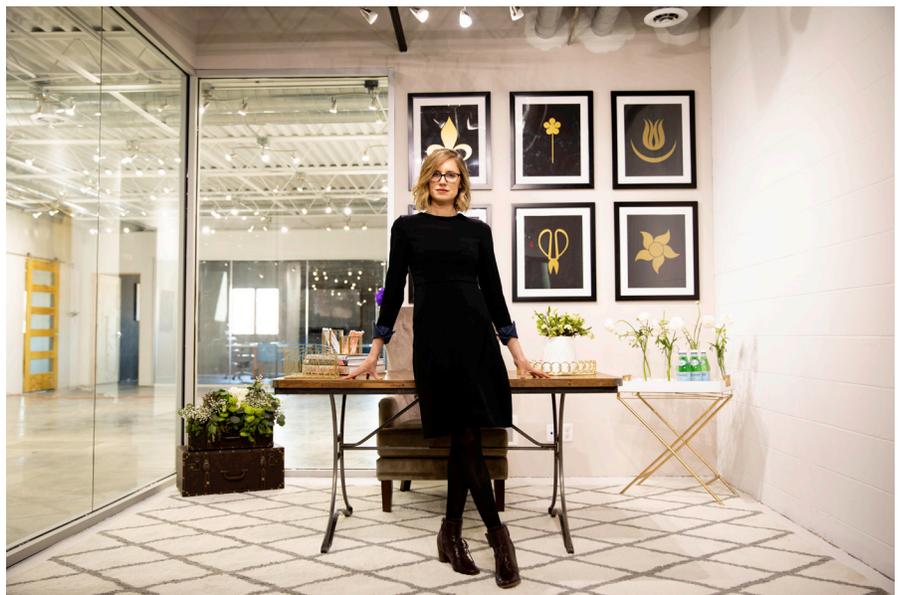
CHICAGO – The first-ever concierge flower company, Floracracy, is launching this summer in closed beta to provide consumers with a revolutionary flower-buying experience.

Founded on the belief that when you buy flowers you deserve to get what you want, the Chicago-based company recognized the floral industry’s lack of customization tools for customers. The result is that many customers feel they have trouble getting what they really want: flowers in their style. This revelation led to the creation of Floracracy’s easy-to-use technology platform, which empowers customers to design top quality, beautiful arrangements of personal expression with innovative technology, engaging tools, experiences and inspiration.

“While I was planning my wedding, I wanted a bouquet in my style, based on the language of flowers. I quickly discovered that there weren’t any resources out there to help me with either. And I wasn’t alone.

As I shared my frustrations, so many people I knew shared their own disappointments around not getting the flowers they wanted or expected, especially online,” explained Sarah-Eva Marchese, Founder and Chief Executive Officer at Floracracy.

Dissatisfaction in the floral industry is [well documented](#), particularly among younger buyers. Millennials’ demand for flowers is lower than that



of previous generations due to a variety of factors including not only arrangement quality, but also flower buying experience. These issues have contributed to florists finding themselves on Angie's List's top ten [complained](#) about professionals in 2010.

"I set out to solve a few problems, but ended up feeling that the real solution was to rip up the blueprint and start from scratch," explained Marchese. "For 6 years, I worked to create a platform from the perspective of a lost flower buyer like I was. I wanted something that let users design the arrangement they wanted, in their style (even if they don't know what their style is), and to actually deliver it as promised." There is distinct awareness in the industry of some of these issues, but solutions aren't always easy to achieve. John Higginson, former CTO of FTD, one of the floral industry's biggest participants, is an early supporter of Floracracy. He found himself on board with Floracracy's model from the first time he heard of it.

"The modern floral industry is well over 100 years old. Looking at that history, the events where the industry takes a huge stride forward revolves around leveraging new technology. Transferring orders between cities with the telegraph. Remote customer service with the telephone. Ordering online. But truly taking advantage of the full range of capabilities available through web experiences and social media that makes an emotional connection has eluded the industry. But now we can see that realized with Floracracy." Floracracy's platform, Floracracy Studio, allows customers to choose from over a hundred flower species, locally sourced when possible, to craft fresh, exquisite arrangements for any occasion. In addition, the company puts the power of floral design confidence into its users' hands with design guidance, education, quality control technology and exceptional customer service. And unlike existing customization tools, the experience is curated, based on a patent-pending process that uses data to guide users through different style experiences based on preferences.

"I think that's where Floracracy really got it right: meeting the customer where they are," explains Higginson. "People don't feel very confident about flowers. It's not like shoes, which we buy all the time. With the commodification of the flower industry among many of the current players, that was something easy to overlook. That's where Sarah-Eva's outsider perspective brought needed insights." Sarah-Eva's outsider perspective may have roots not only in the fact that she wasn't part of the floral industry, but also that she is a woman. "It's an open secret in the floral industry that all the major flower companies are founded and run by men," notes Higginson. "It would be a miracle if they didn't miss something about how women like to experience flowers."

"After six years, we're ready to begin closed testing," Sarah-Eva explains. "It's been exciting building something that I love to use and would have solved my wedding arrangement dilemma. But it's even more exciting building a dream company around it. Our team has worked to make every step of our customers' experience, from our website homepage to the "gated box" in which the flowers are delivered, as magical as possible. I hope it makes people smile."

### **About Floracracy**

Floracracy is the first-ever concierge flower company. It aims to use technology to bring the power of floral creation to everyone. Its technology platform, Floracracy Studio, empowers customers to choose from over a hundred flower species, locally sourced when possible, to custom design personalized, meaningful floral arrangements in minutes. Because, you deserve exactly what you want.

Learn more at [www.floracracy.com](http://www.floracracy.com).