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## **LILIUM FLORAL DESIGN WINS**

### **2015 RETAIL FLORIST OF THE YEAR**

COLLEYVILLE, TX –Lilium Floral Design has been selected as 2015 Retail Florist of the Year in the annual contest co-sponsored by *Florists' Review* and the Wholesale Florist & Florist Supplier Association (WF&FSA). WF&FSA member Equiflor Corporation, of Miami, Florida, nominated the shop.

The Retail Florist of the Year contest seeks out and salutes successful U.S. and Canadian florists. The judging panel, including the current WF&FSA president, *Florists' Review's* publisher and editorial director, and the reigning “Retail Florist of the Year,” evaluated all of the submissions in the following key areas:

- Visual Merchandising and Display, Store Design and Image
- Advertising, Marketing and Promotions
- Weddings and Events
- Flower Variety and Quality
- Customer Service Policies and Programs

- Employee Benefits and Training
- Business Achievement
- Floral Industry and Community Involvement

In addition to a cash prize and recognition at the WF&FSA Floral Distribution Conference, Liliium will be featured on the cover and in a feature article in the June 2015 issue of *Florists' Review* magazine.

According to *Florists' Review* editorial director David Coake, “The Retail Florist of the Year award is about much more than just having a beautiful flower shop. And while Liliium Floral Design certainly meets that criterion, the company excels in other important evaluation categories, particularly marketing, product merchandising, flower variety and quality, customer service and, perhaps most impressively, business achievement. In just seven short years, Liliium owners Lisa and Ron Pritchett have accomplished more, in terms of sales growth for their company, than many florists do in two decades! And all of this success is the result of a focused commitment to provide consumers with the highest-quality products and service as well as Lisa’s and Ron’s professional approach to managing the business.”

Liliium is best known for its organic, sleek and elegant custom designs, and prides itself on outstanding customer service. In addition to Liliium’s pledge to partner with its customers to meet their needs, the company is also committed to protect the environment with the effort to use organic and environmentally friendly products.

“Liliium Floral Design is a unique and innovative retail florist company, which has very creative marketing and customer service strategies, which stand out in our industry,” said Yvette Speziani, director of marketing at Equiflor Corporation, the cut flower growing and importing company that nominated Liliium for the award.

Frequently recognized by local publications, Liliium has been voted “Best of the Best” four different years by readers of *The Grapevine/Colleyville Courier*, and for two years by readers of *The Fort Worth Texas Magazine*. This is the first national recognition the business has received.

“Being such a young company and so new to the industry, I never thought we really had a chance,” said Liliium owner Lisa Pritchett. “It’s a huge award, and it was an honor just to be nominated. To win it was a complete shock, very exciting and very humbling.”

The Pritchetts opened Liliium Floral Design in July 2008. The shop currently encompasses in 2900 square feet, with plans underway to expand to 5900 square feet. Located at 4800 Colleyville Blvd. in Colleyville, Liliium services cities throughout the Dallas/Fort Worth metroplex. [www.liliiumflorals.com](http://www.liliiumflorals.com)

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- Photos attached:
- 1) Exterior of Liliu building
  - 2) Example of Liliu arrangement