

Holiday Traditions Come to Life at The Original LA Flower Market

By Deirdre Michalski

AS THE CALENDAR TURNS

to the last few months of the year, the cooler weather reminds us that Fall, and the holiday season are now upon us. For many, this is a favorite time of the year to decorate with seasonal floral arrangements. For floral vendors, it is their busiest time of the year. From Halloween to Thanksgiving—it's time for rustic décor to meet elegance personified. Vendor booths and shops at The Original Los Angeles Flower Market are filled with colorful florals, mums, roses, sunflowers, ferns, twigs, pinecones, orange and white pumpkins, fall leaves, pomegranates, orange citrus, apricot roses, apples, stalks of wheat and acorns all in a palette of colorful autumn hues.

Chatting with Daniela Lopez, owner of Flores Deos Company, we learn that almost two years ago she took over the reins from her parent's business here at Shop #7B at The Original Los Angeles Flower Market. They had been there for 25 years, so Daniela is proud to now be carrying the torch for the family's business. She is so pleased that so many of their clients have remained loyal to them over the years and place their flower orders with them, just as they had done with her parents. During the



fall, requests for centerpieces are very popular, as well as hostess gifts and floral décor for buffet tables and elaborate dinners large and small.

Daniela describes how customers have changed so much over the years. Retail customers have a newfound confidence, thanks to Pinterest and other social media channels. They arrive with pictures in-hand and are anxious to purchase all the supplies to return home and do it themselves! Mason jars are quite popular and versatile. Customers creatively mix various florals, such as: hydrangeas, gypsophila (baby's breath), sunflowers and roses to design lovely arrangements. Many clients prefer to have florals designed for them and will often reference a favorite

bloom, or a style they are looking for as inspiration. Daniela's team enjoys a great sense of creativity and satisfaction when they can create unique and breathtaking arrangements for their clients. The icing on the cake is when they present these creations to their clients. It is sheer joy to see the expression on their faces. She affirms that every day this is a very rewarding business indeed.

For many holidays, Daniela's family celebrates a few days after the actual holiday, but Thanksgiving is one of the rare opportunities when they can celebrate on the Thursday combining a menu of Mexican and traditional Thanksgiving favorites.

We also had the pleasure to speak with Jin Lee



Mellano & Company with a wide-array of Poinsettia plants.



from Mellano & Company. They are not just in the flower business – they are in the beauty business. Every stem they grow at their ranch or import is harvested and handled with utmost care because when it comes to beauty, there's no room for compromise. They began their business in 1925, with just six acres and a passion. Ninety-two years, 375 acres and three generations later, Mellano & Company still grows and distributes flowers of exceptional beauty. They have three shops at The Original Los Angeles Flower Market, namely #22, #33 and #34. At the market is where their loyal clients and retail customers alike place their orders, receive their beautiful arrangements, or even have them delivered.

Jin Lee, a Sales Manager with Mellano & Company for 15 years, reminisces about how times have changed. Way back when, he and his team used to arrive at the Flower Market at 2:00 am. Now, he arrives at 5:00 am, and they hit the ground running. Social media and Google searches have given customers a new-found sense of creativity and they arrive with photos and ideas. They have a great time collaborating together and sharing ideas for special events and celebrations. In many instances their loyal customers, such as Melinda McCoy's Flowers in Long Beach, have become friends and are invited to family dinners. Knowing the family for over 30 years, there is a special bond as they watch the younger generation



assume the responsibility of the shop.

For the holiday season, Jin indicates that clients start to place their orders about two weeks ahead of the Thanksgiving holiday. For Christmas, people start decorating right after Thanksgiving, just as he does at home with his two daughters and wife. There are also many weddings in December, so those require more planning, ordering of flowers and preparation. Mellano & Company's number one seller is Poinsettias. They have a myriad of different offerings from Hellebore to Marble Poinsettia, Sparkling Punch and of course the traditional Red Poinsettia. Their second most popular item during the Christmas season is their lush holiday

Top left/right: Lush, high-quality
Holiday greenery at The Original
Los Angeles Flower Market



A. Myriad of different offerings of Poinsettias from Hellebore to Marble Poinsettia, Sparkling Punch and the Traditional Red Poinsettia

B. Beautiful Holiday centerpiece comes together with an assortment of flowers

C. Thanksgiving centerpieces do not have to be understated! Brilliant use of Fall colors on this design.

D. Mysterious, yet enchanting Halloween centerpiece

E. The Flores Deos Company staff celebrates Christmas

F. White winter centerpiece made with White Roses and other greenery

G. A colorful combination of red roses and assorted greenery will complement any Fall decor.

garlands. With the scent of delicate princess pine, red berries, pinecones and holly, these garlands are custom ordered based on the length and drape requested. It makes for a dramatic statement along a staircase, and they are often accented with delicate white lights. Their third most popular item is their Christmas wreaths. Mellano offers an impressive selection of 25 different sizes! They create custom wreaths for large ranch-style gates, as well as smaller wreaths for front doors and everything in-between.

For Daniela at Flores Deos Company, Christmas season is a very hectic time with so much going on. It is their biggest sales month of the year. However, it is also a very happy time. Everyone is working together. She is touched that so many of their loyal clients call on them to make their holiday events come

to life. She indicates that red roses are their most popular and requested floral. And speaking of roses, Daniela shared with us a story about a wholesale customer who recently passed away. Mary H. Agleh used their highest quality roses to decorate cakes at her bakery. Daniela's team attended the service and they were met with such warmth and appreciation. That relationship continues on, forged by a bond of admiration and beautiful florals.

Flowers seem to bring people together, whether it is traditions from long ago, or new found creativity. The holidays are a time to celebrate the beauty of the season. Visiting The Original Los Angeles Flower Market one cannot help but get swept up in the joy and overwhelming array of beautiful blooms and creative ideas found here. Come join the fun!

