

# A Bloom with that European touch

**Name:** Jessica Bloom Clark.

**Business:** Quince Fine Florals, Vancouver.

**Contact:** 604-263-0202; [www.quincefineflorals.com](http://www.quincefineflorals.com)

**Number of employees:** One, plus one part-time.

**Time in business:** 18 months.

**What is your business?** I own a small floral boutique that specializes in European-inspired arrangements and bouquets for special events and everyday occasions. My arrangements have a tight composition, with more focus on flowers than filler — they're something you would see in Paris or Amsterdam.

**How did you get into this business?** In high school, I worked for Thomas Hobbs in Kerrisdale, and although I mostly cleaned flowers

and swept floors, I observed very closely. After I graduated, I went to theatre school in New York and worked as an event co-ordinator on the side. I realized I could make a better living selling flowers than in acting and I could still have a career that allowed me to be creative. When I came back to Vancouver, I worked for a well-known florist, Hilary Miles, who gave me immense creative freedom and insight into more modern design work. Then, after a couple of years working freelance on weddings and parties, I opened my own shop.

**What does a typical day look like for you?** On auction days, I get up at 5 a.m. to be at the flower auction in Burnaby by 5:30. I choose my flowers, load them into my van and head to the store. The first cou-

ple hours are for cleaning and prepping the flowers and I open for business at 10. In the afternoons, I may plant things or make bouquets for people to pick up on their way home, or have a consultation for a wedding.

**Where do you find time to do everything?** I'm a one-person business with a great deal of support from family. My family helps with everything, from making a delivery to setting up at weddings. My sister does the books, my mom helps out in the store and my dad is the 24/7 on-call handyman. I am so lucky.

**What do you like best about your business?** Getting to be creative every day. Flowers may not seem all that important, but they are a huge part of the important moments in people's lives, the wed-

dings, funerals, births, anniversaries and birthdays. I love delivering the bridal bouquet and seeing the look on the bride's face when she receives it.

**What arrangement would you rather not make?** I loathe corsages. It is really hard to make them look nice.

**Future plans?** I'd like my shop to grow slowly and steadily, and to be able to add more giftware items. I also want to get into the style section of a decor magazine like *Canadian House and Home*. That's my dream.

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**Quince Fine Florals proprietor Jessica Bloom Clark is at the Burnaby flower auctions before the crack of dawn.**