

KRISTEN ALPAUGH: JOURNEY TO FLORAL *Success*



MASTERCLASS CLIFF'S NOTES:

• How Kristen Got Started:

- Started off doing the 9-5 corporate gig thing
- Felt like she was treading water
- She decided with her love of flowers, she was going to be a florist
- She didn't know anything about floral design or any florists, but headed down to the Flower Market in LA and spoke with vendors
- Started doing traditional flowers and couldn't help but add paint
- Did a lot of YouTubing to learn more about floristry
- She felt her corporate job wasn't authentic to who she was
- Put horse blinders on to nay-sayers, if you love what you do and it makes your heart smile, there will be people for you
- There's room for anyone
- Moved out to LA from Boston
- Started taking improv classes at a comedy club and met awesome people and it started to grow her network

• Katy Perry Music Video:

- Her big break moment was the Katy Perry Never Worn White dress
- She was filming Full Bloom while filming the music video
- She built the majority of the floral dress in her carport at her apartment
- Used masonry wire to get the dress shape
- Took at least 12 people to pick up different points of the dress and transport it
- Dress was built in the 24 hours prior to the shoot
- There was a lot of improv with the design in the moment to change up certain sections
- It was made of all real flowers
- She placed the hardy flowers that didn't need water in first
- Then started placing the other flowers in later, up until the moment of shooting



- **Haus of Stems:**

- She has an in house team at Haus of Stems
- Has freelancers help her with FLWRPSTL projects
- Currently working on the biggest permanent installation she's ever worked on
- Sometime in 2019 is when she first started creating her irithurium
- Took a lot of failed experiments but ultimately arrived at the irithurium!
- Bayou is one of her favorites
- Haus offers subscriptions so if you'd like to get them every 2 weeks they offer that
- Just launched minis which are great for corsages, boutonnieres, or tiny little accents in arrangements
- Marketed fully on social media, it has been a huge driver of sales
- Send her your favorite wholesalers so HoS can reach out to them
- They are now available in LA and NYC and are working on getting them to the major cities
- She uses a variety of different paints, with the paint shortage she has been experimenting and using whatever is available
- Huge supporter of Montana Spray Paint Cans
- When you're painting, do it at least a day before the event or when it goes to the client to let it "off-gas" which is letting the spray paint scent release and the flower will go back to smelling like itself
- The graffiti spray paints have great coverage and you don't have to prime them
- She recommends priming if you plan on using Design Master, which is also very delicate with flowers
- "We watch paint dry so you don't have to"
- Create a wholesale account with them so you get the best prices
- 100 or less stems will need notice of about a week in advance
- 100 or more stems will need notice of at least two weeks in advance
- They are planning to release a moody fall collection of irithurium!
- They are going to extend their offerings and are developing other floral products other than anthurium
- She's thinking about organizing a retreat on botanical artistry and painting techniques
- FLWRPSTL may be moving towards fine art prints and museums
- The unknown is where the magic happens
- Using faux or silk flowers still helps spread the message for flowers and is good for the industry

- **Doja Cat Earrings:**

- Doja Cat's stylist reached out and asked her about designing earrings for the outfit she was wearing - and gave her free creative reign
- Came up with a few different designs for them to choose from
- The earrings were hollow and had no bottom, so she had to see how long the Venus Fly Traps would last without water



- Mirrored the jumpsuit she was wearing
- It's important to step outside your comfort zone
- The fly traps were snacking so she had to use tweezers to pull out little fly wings
- Important for the floral industry to see flowers in pop culture
- **Full Bloom:**
 - She and the other contestants of Full Bloom reached out via Instagram DMs and thought it was fake
 - The contestants really became a family
 - Her favorite challenge was the aerial illusion box - it felt the most authentic to her
 - What people don't realize is that once the arrangements are made, they sit for a while, and then they are moved to another place to get photographed, so the arrangements aren't always exactly the same once they show the photos
 - Her biggest takeaway from the experience is even if you don't win, snap yourself out of it and make a come back

Kristen Alpaugh, creator, and founder of LA-based FLWR PSTL, is pushing boundaries in floral design to the highest levels of art and fashion. In 2017, Kristen left her 9 to 5 corporate lifestyle to fulfill a lifelong dream of becoming an artist. In her short time as a Botanical Artist, Kristen has been recognized as an emerging creative voice on the forefront of floral design and has garnered the attention of many high-profile clients and brands in pop culture, cosmetics, fashion, and set production. Kristen uses the impermanent beauty of flowers to stress the importance of being present. Kristen believes color is a gift and employs years of experience in fine art to her work – melding botanicals with various media to tell unique and compelling stories through floral design. Most recently, you may have spotted her participating in HBO Max's new floral competition series, Full Bloom.

Follow Kristen on Instagram: <https://www.instagram.com/flwrpstl/>

Visit FLWR PSTL's Website: <https://www.flwrpstl.com/>

Visit Haus of Stems Website: <https://www.hausofstems.com/>

Check out Full Bloom on HBO Max! <https://play.hbomax.com/>

