Sustainable Online Florist Launches, with Zero-Waste Promise

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POLLEN AND POSY, IN FULL BLOOM!

Sustainable Online Florist Launches, with Zero-Waste Promise

An enterprising couple from London have launched a new sustainable online florist that promises zero-waste. Delivering fresh seasonal bouquets, including wedding day flowers, Pollen and Posy offer a made-to-order service that ensures every order is fulfilled, without any overstock or waste.

There's three bouquet sizes to choose from; Classic, Grand, and Luxe. The arrangements change every week in line with availability. This way, customers can enjoy a unique bouquet that promises to be seasonal and sustainably sourced. The freshness guarantee also means that flowers typically last between 10 and 14 days.

The service, which starts from £30 has just rolled out nationwide, available to order at www.pollenandposy.com.

> Pollen and Posy co-founder, James Hurst, said: "My fiance? and I became furloughed at the start of lockdown. With a passion for floristry and a background in events, we decided to bring it together with Pollen and Posy.
>
> Flowers are a timeless gift that everyone enjoys, but we've long been frustrated with the needless waste from overstock, which feels out of date for the times we live in. We offer beautiful fresh flowers with zero waste, and fully recyclable packaging.
>
> Like many other couples forced to reschedule their weddings, we know that paired back celebrations and intimate ceremonies are on the rise. As such, our affordable and sustainable wedding packages are one of our bestsellers."

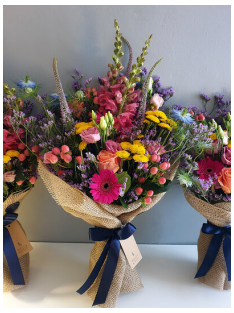
The business which launched in lockdown, cites 'get well soon' and 'until we meet again' flowers amongst their most popular requests, along with a growing trend for 'wedding bouquets and buttonholes' specifically for Zoom weddings!

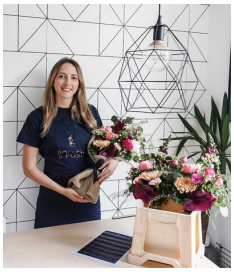
With sustainability at the heart of their business, their eco-friendly approach extends to fully biodegradable packaging. Flower boxes are made from recyclable paper, water wraps are made from eco-friendly plant composition, and flowers are wrapped in hessian.

In line with the growing trend for sustainable weddings, their wedding package service starts from £50. Offering a 'chic but cheap' alternative to the expense of wedding day flowers, it's ideal for intimate ceremonies. Couples can pre-order stunning wedding day flowers and button holes, based on their colour palette. The team will then curate a seasonal and uplifting flower arrangement around this for their big day.

The team also offers a bespoke wedding service, which extends to scouting wedding venues and styling them with floral installations. Any left-over flowers after the ceremony are donated to hospices to ensure maximum enjoyment and minimum waste.

Media:





In line with their environmental philosophy, Pollen and Posy donate a portion of profits from every 100 bouquets sold to the Trees for Cities charity, helping to support natural wildlife.

To pre-book an order, please visit: pollenandposy.com and follow @pollenandposy on Instagram and Pinterest.

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Notes to Editors:

- Floral bouquets can be ordered up to two days' in advance, for delivery between Tuesday and Friday. Flowers are delivered overnight to ensure maximum freshness.
- Set up by couple, Sophie Ingham and James Hurst, Pollen and Posy was founded in 2020. The London business supplies fresh seasonal flowers, promising zero-waste. Their sustainable ethos extends to their eco-friendly and fully biodegradable and recyclable packaging.

For further information, images, or press samples, please contact:

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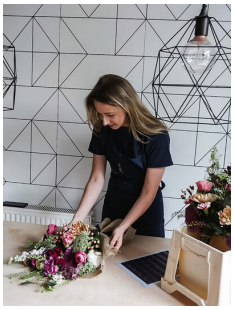

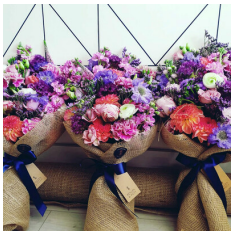

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