

The world's finest roses in your letterbox

Thursday 17 October, 2013

London, 18th October 2013

Luxury rose retailer, OnlyRoses has launched a range of postcards featuring photographs from the ClassicRose Name series along with witty interpretations of their meaning.

Photographed by Simon West, the cards feature exquisite single flowers each with their name alongside. "Think of it as an elegant antidote to constant texting," says OnlyRoses owner Sabine Schmitt. "People can express their love, just say hello or restart a conversation and they do it in a gently amusing way."

Feeling bad about forgetting an occasion? Then send Amnesia. There's 'Limbo' for awkward conversations and 'Friendship' for 'real friends with mailing addresses.'

The cards will be available to buy in OnlyRoses stores and online as of Friday, 18th Oct.

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Notes to eds:

OnlyRoses supply the World's finest roses, directly from Ecuador, where they are grown under strict social, labor and environmental standards. Their London stores are located in Earl's Court and Knightsbridge, and they have recently opened their first franchise in Dubai, UAE. They deliver their roses UK wide. Orders can be placed in person, by phone, email or via their online store (only-roses.com).

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