

Coupons



JULY SAVINGS

25% Off

Off any pre made permanent silk wreath or arrangement.

Valid for in-store purchase only, not valid for custom orders. Expires July 31st 2009

AUGUST SAVINGS

20% Off

Off any Independence Day items. Includes Centerpieces, home décor and plants.

Valid for in-store purchase only, not to be combined with any other offer. Expires August 31st 2009

SEPTEMBER SAVINGS

25% Off

Off any home décor or giftware item.


Valid for in-store purchase only, not to be combined with any other offer. Expires September 30th 2009




1107 Horseshoe Pike
Downingtown, PA 19335

Newsletter designed by www.KarenOakleyDesigns.com


mark your Calendar

June  *Rose*

June 12th Red Rose Day
June 14th Flag Day
June 18th International Picnic Day
June 21st Father's Day
First Day of Summer

July  *Larkspur*

July 4th Independence Day
July 7th Full "Buck" Moon
July 26th Parents Day

August  *Gladiolus*

August 5th Full "Sturgeon" Moon
Sister's Day
August 22th "Be an Angel" Day
August 25th "Kiss and Make-up" Day

Blue Moon Florist Hours of Operation

1107 Horseshoe Pike • Rte 322
Downingtown, PA 19335
Tel 610.873.7900
www.bluemoonflorist.com

Monday - Friday, 9 to 7
Saturday, 9 to 5
Sunday, 10 to 4
We offer delivery Monday through Saturday

U.S. Postage
Paid
Downingtown, PA
Zip Code 19335
Permit No. 184

SUMMER 2009

News In Bloom

A Seasonal Newsletter from Blue Moon Florist

Welcome Summer!

"It's summer time and the living is easy..." Entertaining alfresco allows us the opportunity to enjoy the great outdoors while providing a low stress atmosphere in which to enjoy the company of friends and family alike. Summer is the perfect time for simple, lighthearted, last minute gatherings. Sunshine (or moonlight) invite us to linger with good company enjoying the beauty of our outdoor environments.



Move the party outdoors and welcome guests with bright table settings enlivened with fresh flowers and fauna. Be inspired by what's on hand and create whimsical displays with unconventional containers- votives or tea lights in seashells, wrap serving utensils in paper napkins embellished with raffia or grosgrain and display in new terra cotta pots, utilize pretty stones to anchor table cloths or carve out seasonal fruits and vegetable to hold candles or floral arrangements.

Blue Moon Florist offers a wide selection everything you need to create a special open-air gathering. Fresh flowers, table linens, serving ware, seasonal accents, candles, pottery, patio planters, hanging baskets and gourmet products make outdoor entertaining a breeze.

Deep summer is when laziness finds respectability. ~Sam Keen

BLUE MOON FLORIST ONLINE: www.bluemoonflorist.com



The Summer Solstice and June Brides

Falling on June 21st, the summer solstice is the celebration of the sun's peak of power and the longest day of the year. Summer Solstice falls at the precise moment when the Sun's power is at its highest point. It is the time of year when the noon sun appears to be farthest north from the celestial equator. "Solstice" is Latin for "sun stands still." The summer solstice is usually the first harvest of the year and is considered a time of growth, love, cleansing and renewal. It is the longest day and shortest night of the year. From the moment of Summer Solstice, the Sun begins to wane and the inevitable progression into the harvest season has begun.



Since the Middle Ages, June has been the traditional month for betrothal or "handfastings" and weddings. In pagan tradition, the moon of mid-summer is called the "Honey Moon" in reference to the honeyed mead consumed after marriage ceremonies that took place on the Summer Solstice. Folklore contends that whatever is dreamt on this night is certain to come to pass. Sweet Dreams...



ART'S in BLOOM at Blue Moon Florist



The arrival of handcrafted, original works by local artists and artisans has been warmly received at Blue Moon. The welcome reception April 23rd was well attended; guests enjoyed meeting the artists, live music and refreshments. The exiting mix of unique and memorable gifts has generated huge interest with artists and the community. Featured artists will change throughout the year. Lamp maker Irene Ewake, equine artist Patricia Brandt, artisan Megan Greenholt and animal artist Martin May will be on display for an exhibit in June.

Owner Ami Trost supports the concept of "buy local." The addition of local artists and artisans to Blue Moon Florist's existing showroom of home décor and gift items promotes a unique shopping experience to those seeking local art and one of a kind gifts.

"I really want to be able to put 'Not made in China' on my sign's marquis," says Ami about her new venture.

Proudly serving Chester County for over 14 years, Blue Moon Florist has earned an excellent reputation for unique floral designs, weddings and events, upscale home décor and exceptional customer service. Blue Moon was voted "Readers Choice" for Chester county florists in 2008. Blue Moon Florist is open seven a days a week. Hours of operation are Monday thru Friday 9 AM- 7 PM, Saturday 9-5 and Sunday 10-4.

Industry News

How Important is Local Buying?

Local businesses make up the lifeblood of a community. They employ residents, pay taxes that provide schools, roads and community services, all the while providing quality services and products consumers need. As we all know this cycle is a vital part of America's foundation- now more than ever.



With all the choices consumers have these days, it becomes harder for businesses to compete for their attention. Going online for example is an easy & convenient way to shop. Blue Moon Florist offers two websites; one for online ordering and another specifically for our wedding clientele.



The internet is one thing, but being able to visit a nearby shop offering unique collections of items that were hand made by local people is very different. Being surrounded by beautiful one of kind articles that command

the attention of all your senses is something you won't get by shopping on line. You will not get the same quality ordering mass produced items made off shore either.

Blue Moon Florist is taking the term "buy local" one extra step and has laid plans to partner with local artists to showcase their unique works in our shop. This pilot program has begun in April and we plan on rotating new artists with new items on a regular basis. We're not only bringing local hand made items that we're proud to have and show in our shop, but also making a commitment to our community by carrying items that are "MADE in the USA".

The next time you're looking for something special, think local craftsmanship. Indulge your senses and invest in an heirloom. Take the time to stop in and browse the beauty, creativity and unique collection offered right here in your own back yard.



what's HOT

- Vibrant, hot colors for home and fashion. Earthtones of gold, green and black as strong neutrals.
- Bringing the indoors out! Move your kitchen and living spaces to the outdoors with fabrics, furniture, lighting and accessories.
- Herb and vegetable gardens- delicious, nutritious and economical
- Beach and nautical themes and motifs- timeless and perennial in popularity
- Everyday Pic-Nics
- Farmers Markets- visit Blue Moon to get a local brochure or visit www.chesco.org/agriculture/farmmarkets



TOP 10

Reasons to give flowers...

10. An easy way to express yourself- there's nothing like the gift of flowers!
9. They did it!
8. It's good "luck"
7. It's Monday (or Tuesday or Wednesday...)
6. You forgot...
5. *How else* will people know how kind, generous and thoughtful you are?!
4. It's like bankable brownie points
3. Women don't forget men who remember!
2. The dog does not want a roommate!
1. A little Blue Moon goes a long way...

