

the ROSE press

AUGUST 2010

important dates

August 1: Friendship and Sisters Day

August 3: Becca, customer service, 1st anniversary

August 6: Will, driver, 3rd anniversary

August 7: Jennifer, manager at Prentice, 3rd anniversary

August 10: Emily A., designer at Prentice, 1st anniversary

August 11: Ramadan

August 11: Brian, manager at Westchester, birthday

August 17: Lu, seasonal assistance, birthday

August 20: Dolores, customer service, birthday

August 28: John, driver in EGV, birthday

August 29: Wioletta, designer in Westchester, 8th anniversary

locations

CHICAGO

1640 W FULTON

250 E SUPERIOR

1746 W ADDISON

ELK GROVE VILLAGE

43 ARLINGTON HEIGHTS RD

WESTCHESTER

10034 W ROOSEVELT RD



Announcing our Summer Fun Collection

We're excited to have created the hottest luxury line of floral products in Chicagoland—just for Summer! Our Summer Fun Collection features bright vibrant color tones and luxury blooms.

You'll find an arrangement featuring Gold Star roses and green hypericum accented with fiddle-head ferns (left, above). Or how about an exciting blend of Osiana and Movie Star roses with green hydrangea (left, below)? Don't miss these exclusive designers—only available for the season!

Find the new collection online at www.ashaddflorist.com.

Fragrant Garden Roses are Here!

Bring fresh garden scents into your home with a bouquet of famous David Austin® roses. Our bouquets include spray or regular sized roses—in a variety of colors. We receive a weekly shipment which will be available while supplies last. Specialty orders for wedding and event work are welcome. For an avid gardener or a special wow—ask for our fragrant garden roses!



One dozen Garden Roses (code DGR, below) or Garden Spray Roses (code SGR, left) professionally arranged in a vase with greens and filler only \$79.95.



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www.ashaddflorist.com



Become a fan of Ashland Addison Florist on Facebook today!

We randomly select one of our fans each month and send them a \$25 gift card. Our July winner is Sandra Ortiz



Write on our Facebook wall what your favorite flower is and we'll send you a 10 dollar gift card!

(You may not win 2 months in a row please.)

Top Picks

Recommendations from our staff



Zoe - customer care director

It's exciting to help our customers create simple, contemporary designs... I love selling bright colors like hot pink, yellow and bright green. Some of my favorite flowers to sell are calla lilies, yellow roses and peonies when they are available. I also like telling customers they have options in glassware—like encouraging them to try a square vase instead of round.

I enjoy our luxury collection of products. The introduction of the Summer Fun collection has been exciting—they include more jewel tones which are my favorite. I also love European Dish Garden. They are so versatile and fitting to so many different sentiments.



neya - customer service Specialist

Claudia's favorite arrangements to make are the exotic arrangements made with tropical flowers. "The colors are so bright & the tropical flowers are so long-lasting. It's fun to work with the more unusual shapes of the tropical flowers." Her personal favorite is a calla (commonly called a calla lily). "They have such simple, elegant lines and remind me of some of my favorite Diego Rivera paintings, like 'The Flower



claudia - customer service Specialist and designer

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