

a flower farm to inspire

INTRODUCING FLORET FLOWERS

If you haven't already heard of New York Times bestselling author Erin Benzakin and her majestic flower farm, Floret Flowers, then we have so much beauty to introduce you to. Located in Washington's stunning Skagit Valley, Floret Flowers is a family-owned and run flower farm dedicated to the seasonal flower movement, specializing in growing unique, uncommon, and heirloom flowers. This family cares deeply about the environment and uses organic growing practices, integrating sustainability into every decision they make on the farm and in their online business.

Photography: Chris Benzakein, Floret



At the heart of the farm is Erin, who first found her love for flowers through landscape design. Diving deeper into arranging, she soon began growing her own garden and focusing on what was currently in season, whether it was herbs, vegetables, or fruit on the branch. She then began teaching students the art of arrangements and quickly realized there was a methodical approach to getting a beautiful bouquet every time.

“Once you’ve been bitten by the flower bug there’s no going back — you’re a gardener for life,” Erin shares. “Flowers deepen your appreciation for nature and your role within it. You learn to pay attention to the small things, the subtle seasonal shifts, to appreciate the moments of time that a variety blooms before it’s gone for another year, and to recognize how fragile and fleeting life really is.”

Full of knowledge sought by many, Erin began writing books. Her first, “Cut Flower Garden,” focused on growing flowers. Her second book, “A Year In Flowers,” picks up right where the first left off, guiding readers through everything they’ll need to create ideal arrangements. With a heavy focus on design, this book offers easy-to-follow advice on flower care, material selection, and essential design techniques, along with how-tos for more than 25 seasonal arrangements. And Erin’s most recent release, “Discovering Dahlias,” is full of expert wisdom and hundreds of breathtaking images revealing everything you’ll need for cultivating your own dahlias.

With a 2-acre farm and design studio, Erin and family have expanded into hosting intensive online workshops and have even built a worldwide network of growers, Floret’s Farmer-Florist Collective, for those looking to access locally grown blooms. Ultimately, Erin’s top priority is reminding everyone that seasonal flowers have a story and there’s a farm and a face associated with each one. “Gardening can be a very eye-opening experience,” Erin explains, “and will stir in you an awakening to the natural world and your place in it.”

If you have the opportunity to visit Floret Flowers, lucky you! We know you’ll love it as much as we do.

To learn more about Floret Flowers and their online workshops, follow Erin on Instagram (@floretflower) or visit the farm’s website at floretflowers.com.



Beautiful Read:
Erin’s latest book,
“Discovering Dahlias,”
was released in March.

