

Valley Blossom Shop

INTRODUCTION

Valley Blossom Shop turns 75 this month and it's still going strong.

Owner Kristy Elkins says no two days are alike for this florist "and more" shop at 102 E. Paul Ave.

She bought the store in 2016 after her husband saw the "for sale" sign and knew Kristy was looking for a change in employment. She continued the florist business that had been serving Pauls Valley and Garvin County since November 1948. She's marking the anniversary for the rest of the year.

"We are having weekly drawings and big sales for October, November and December

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..... and we will continue with the anniversary sale every year in the month of November," Kristy says.

With the passage of time comes changes and two of those for Valley Blossom are, basically, external and internal. The exterior of the shop's storefront changed this year when Kristy spelled out the word "Florist" in stained glass.

"When we were remodeling the inside and my husband framed the two interior doors, I envisioned stained glass with flowers above each door," she says. "Then when we saw that there were original windows up front behind the awning, I knew that I wanted it to spell out 'Florist.' But when I found out how much a custom piece of stained glass costs, I decided to learn the craft myself." She plans to do more stained-glass work for the shop and for customers eventually.

The store's inventory has changed too. The shop continues to offer a wide variety of flowers, plants and floral arrangements for any occasion: weddings, prom, anniversary gifts, get well gifts, funerals, birthday gifts and more. Valley Blossom has been there to observe, grieve and celebrate the times of our lives.

Additionally, the store offers lots of merchandise online that's ideal for gift-giving, decorating or personal pampering.

"Not only are we a locally owned brick and mortar shop, we have a wonderful online presence," Kristy says. "You can order online and we ship all of our home decor products throughout the nation."

At the store's website, ValleyBlossomShop.com, customers can find greeting cards, gift baskets, gift cards, candles, holiday gifts, plushies, soaps, home accents, wall art and much more. There are ideas for gifts for men and women, teens, graduates, the bride and groom, and friends and relatives.

Kristy continues the tradition of brightening the lives of customers with a grateful heart. "I want to say thank you for your continued support and patronage. And continue to follow us on Facebook and Instagram ... and always shop small and local!"



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