

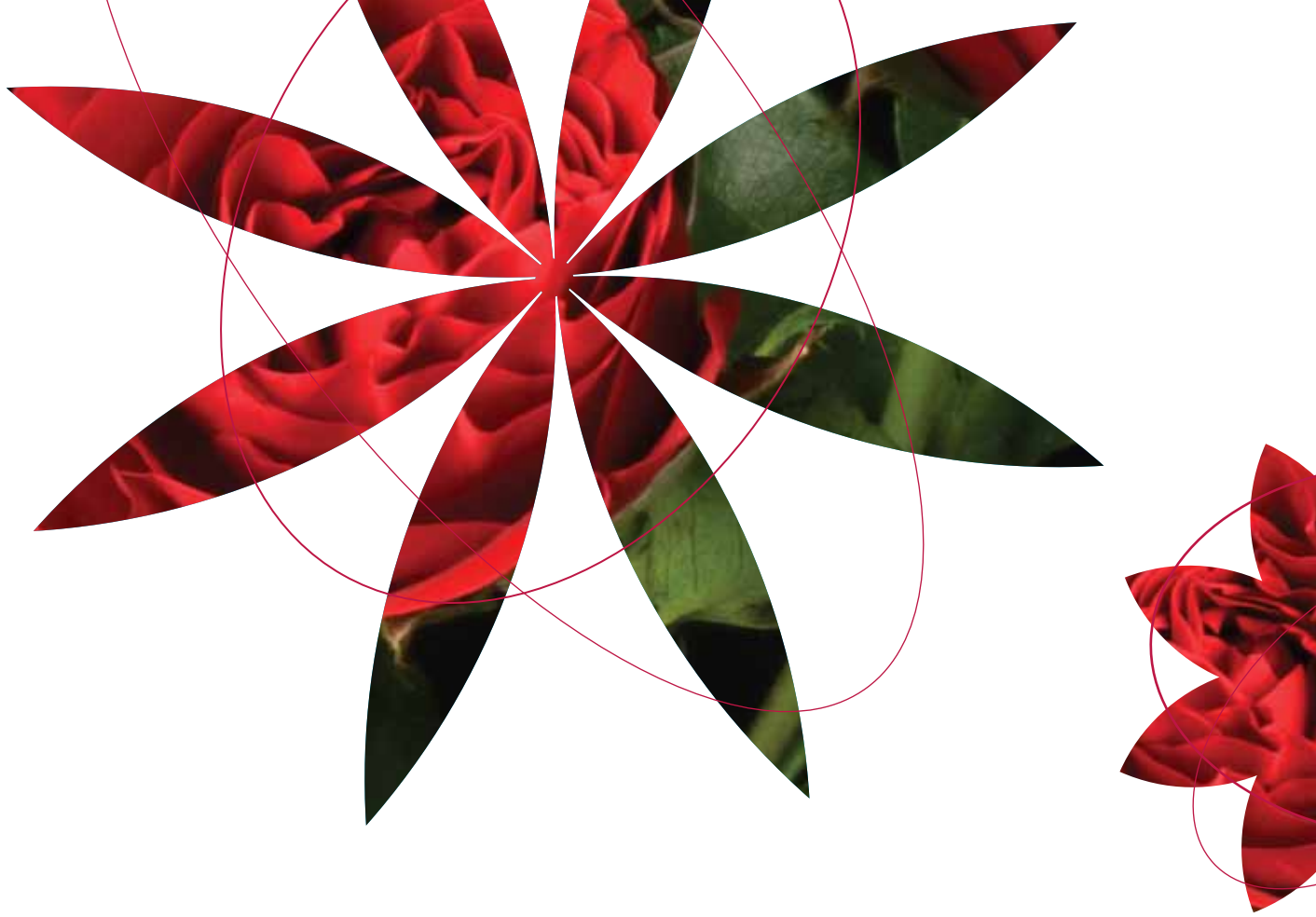


“The Official Florist of the City that Never Sleeps”

Flowers, Festivals & Celebrations... It is what we do!

When the history books write the Starbright story, we will be judged kindly if we remembered to always do our best, give everyone we meet a smile and lead our industry with innovation, creativity, quality and service.

Starbright Floral Design | September 14th, 1994



History

Starbright was founded in 1994 as a corporate and institutional florist in New York City with a mission to serve the non-retail trades. The focus has always been to serve the corporate floral, gifting, event and decorating needs of our clients.

Our business model, and our weekly flowers by subscription program, has allowed us to operate at substantially lower margins than other florists by comparatively decreasing our spoilage risk and accurately budgeting our floral usage. Starbright's clientele get dramatic cost savings while seeing drastic improvement in quality, freshness and service over traditional storefront florists.

We occupy production and administration space in a an industrial retail location in a mixed use industrial/office building on West 26th Street in the center of Chelsea and the epicenter of the wholesale flower market. Starbright is open seven days a week.

This year we began our third decade of service to our clients in the New York City metropolitan area. We have had the opportunity to develop relationships and execute events at the most known venues throughout Manhattan. We have partnered with most hoteliers and restaurateurs. In excess of two-hundred of the city's top concierges at the leading hotels of Manhattan use us as their go-to florist.



Venue, Event & Office Decorating Services

VENUE EVENT DÉCOR – No event is too big or too small to receive the personalized service and expertise of an experienced Starbright representative. From award ceremonies, gala events, holiday parties, client hospitality as well as events at any venue in New York City (or beyond) we can provide consulting services and decorations at any level. Most of the recognized venues in New York City are familiar with Starbright Floral Design as we have decorated at most places on multiple occasions (Ellis Island, Madison Square Garden, Tribeca Rooftop, Cipriani's, Bryant Park, The Plaza Hotel, and many others). We welcome you to review a sampling of our work at www.starbrightnyc.com

WEEKLY FLOWERS – How it works: Our weekly flowers by subscription clients benefit from our unique market position. Our vast subscription clientele positions us to accurately budget floral usage and decrease spoilage. The benefits are vast and are passed on to our clients in the form of quality of products and substantially decreased margins. Seasonal flower varieties in a vase styled in accordance to client specifications. The floral varieties will vary with the season and in no two weeks will either the flowers or the design be identical. The designs will be sculpted to blend seamlessly and compliment your décor. Our compositions are replenished weekly. Whether for a lobby, a corporate reception area, a conference room, a restaurant, a hotel or a residential building, Starbright's beautification team is ready to help.

PLANT MAINTENANCE – You may select from over fifty varieties of plants that we can purchase for you and maintain them on a weekly basis. The plants will keep their lush presentation at all times and we will replace any plant that is not properly performing or keeping its lush original presentation at no additional cost to you.

ORCHID PLANT DECOR AND MAINTENANCE – To many of our clients we provide lush Phalaenopsis orchid plants for a pre-set monthly fee. We arrive at the office once weekly to take care of all the orchid plants. When the orchids are fully bloomed and start to drop their flowers we replace the plants with new ones at no additional cost to our client, insuring continuity of budget and appearance.



Corporate Gifting Services

HUMAN RESOURCES – We are fully capable of delivering a gift of flowers, plant or fruit and gourmet baskets anywhere in the United States on a same day basis and with 48 hours' notice worldwide. At any budget that you may have, we will be happy to provide gift flora at anytime and anywhere. As part of our commitment to HR we can either help implement or follow existing flower policies set by our clients. Whether for a congratulatory gift, sympathy, or to express any other sentiment, Starbright is positioned to assist.

ACCESSIBILITY – Through our private network of florists we are able to send exquisite floral gifts (as well as gourmet baskets and plants) anywhere around the world. Locally, Starbright is able to assist our corporate partners regarding their time sensitive orders with unmatched precision. Nationally, our florist network endeavors to fill a same day order with only a few hours' notice.

EMPLOYEE DISCOUNTS – We offer our services at a discounted rate to the employees of all the companies that we work with. Once our relationship is established, any employee who calls upon us and identifies his/her affiliation will receive a discount on any floral (or related) gift that they send at anytime, anywhere to anyone. This is a benefit that they can use repeatedly and has virtually no limitations beyond a low minimum of \$40.

CLIENT/PROMOTIONAL GIFTING – We are also involved with many clients and PR firms to create a variety of Cobranding, Continuity, and Cross-Promotional Programs. Trade Show Exhibitors, Set Designers for Photo Shoots and Fashion Week Exhibits rely on our services for precision and reliable execution.

Starbright & the Community



CREDENTIALS

STARBRIGHT FLORAL DESIGN IS A MEMBER OF THE FOLLOWING PROFESSIONAL ORGANIZATIONS

- :: NYC & Company – the tourism marketing arm of New York City. We have donated for all their events (including Annual Meetings, Galas, POW WOW, etc.) since 1994.
- :: Society of American Florists – This is the lobbying body for all florists and cut flower growers in Washington DC. Nic Faitos (our Senior Partner) is a regular speaker on a variety of subjects with the organization’s conferences, annual meetings, etc.
- :: HSMAI – The Hospitality Sales and Marketing Association International.
- :: Chamber of Commerce – New York City
- :: President’s Club Membership as a result of being ranked as a top 50 Shop within Teleflora’s worldwide network of florists. The network consists of over 20,000 members worldwide.

AWARDS & MEDIA

RECOGNITIONS AND AWARDS

- :: The highest rated and most reviewed florist based on user reviews online (five stars across the board) on sites such as Citysearch, Google, Yelp and the like.
- :: Voted “Best Florist in NYC” by Citysearch users.
- :: Selected as “best florist” for weddings by The Knot and Wedding Wire.

MEDIA APPEARANCES

- :: Fox 5 News
- :: Inside Edition
- :: Reuters UK
- :: Good Morning America –ABC News Online
- :: With Mayor Bloomberg at press conference on one-year anniversary of Marriage Equality Law in New York State.
- :: 2012 Chanel 7 Christmas Spectacular



Corporate Responsibility

Not-For-Profit Organizations we aspire to assist through ongoing giving; in-kind donations; raffle packages for silent auctions; and large scale décor for galas, black tie events and fundraising events.

- :: Gilda's Club
- :: City Harvest
- :: The Leukemia & Lymphoma Society
- :: Coalition for the Homeless
- :: Big Brothers and Big Sisters of NYC
- :: Jumpstart
- :: The Ronald McDonald House
- :: The Drama League
- :: O'Neill Organization
- :: The Isadora Duncan Dance Company
- :: New York Police & Fire Widows & Children's Benefit Fund
- :: MADRE

If you are involved with a non-profit that is looking to raise funds or minimize costs for an event, please feel free to introduce us. We are more than happy to support a local charity that does good at the local level.

Client Roster Sampling

CORPORATE CLIENTS

- :: Alston & Bird, LLP
- :: American Eagle Outfitters
- :: Baruch College
- :: Columbia University
- :: Douglas Elliman
- :: Horizon Media
- :: Ernst & Young
- :: National Basketball Association
- :: New York Theater Workshop
- :: New York University
- :: Virgin Holidays
- :: Wieden + Kennedy

CORPORATE, EVENT PLANNERS + HUMAN RESOURCES

- :: New York University
- :: NYU Dental School
- :: Columbia University
- :: Ernst & Young
- :: Edelman Public Relations
- :: Oscar de la Renta
- :: Victoria Beckham
- :: Baruch College of Business
- :: The New York Life Insurance Company
- :: Quintessentially Concierge Service
- :: The National Basketball Association

EVENT VENUES

- :: Hornblower Yachts
- :: Metropolitan Pavilion
- :: The Princeton Club
- :: The Cornell Club
- :: World Yacht

HOTELIERS + EVENT VENUES

- :: The New York Marriott Marquis
- :: The Kitano New York
- :: The Gansevoort Park Avenue Hotel
- :: Benjamin Steakhouse
- :: World Yacht
- :: All W Properties in New York City
- :: The Eventi Hotel
- :: All Affinia Properties
- :: Ink 48 Hotel
- :: The Sea Fire Grill
- :: Hornblower Cruises

HOTELS

- :: 70 Park Avenue Hotel
- :: Affinia Manhattan Hotel
- :: Bryant Park Hotel
- :: Carlyle Hotel
- :: Casablanca Hotel
- :: Dream Hotels
- :: Eventi Hotels
- :: Gramercy Park Hotel
- :: Gansevoort Park Avenue
- :: Hilton New York Hotel
- :: Hotel Americano
- :: Loews Regency Hotel
- :: New York Marriott Marquis Hotel
- :: The Night Hotel
- :: Row NYC Hotel
- :: Trump Soho Hotel
- :: W Hotels

RESTAURANTEURS

- :: Benjamin Steakhouse
- :: Bistro 1018
- :: Bread and Tulips
- :: The One Group
- :: Hunt and Fish Club
- :: Seafire Grill

RETAIL LOCATIONS

- :: Bisazza North America
- :: Jaeger- LeCoultre
- :: Jimmy Choo
- :: Lapidica
- :: Macy's

Contact Us

OFFICE + STORE HOURS

We are open and delivering seven days per week.
Our Monday to Saturday hours are 8AM to 8PM.
Sunday we are open from 9AM to 6PM.

140 West 26th Street, New York City, NY 10001

DIGITAL PRESENCE

Website: www.starbrightnyc.com
Event Gallery: event.flowers-nyc-style.com
Blog: www.newyork-flower-shop-talk.com
Email: cs@starbrightnyc.com

SOCIAL MEDIA

facebook.com/StarbrightFloralDesign
twitter.com/#!/starbrightFD
instagram.com/starbrightnyc
linkedin.com/ [search: Starbright Floral Design and Nic Faitos]



Looking Forward to Hearing From You Soon!

