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Behind the Scenes with The Bloom Babes

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By: *Erin Lepperd*



Feel a little hometown pride for these seriously cool biz ladies seeing as how their stomping grounds are my childhood home. Not only are they badass surfers but they make a mean centerpiece and have managed to make a successful business out of doing what they love. Have a look at a day in the life of [The Bloom Babes](#) captured by [Plum & Oak Photo + Kelsey Rae Designs](#) with even more [here](#).



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SMP: Tell us a little about your business.

We're just two gals who love what we do! We are a small company that provides life to an event through our art. Everyone loves flowers and we truly believe that they make any space come to life, they emit so much good energy and we work to arrange them in such a way that creates conversation and connections. Our love of surfing helps with our creative lens in that we typically arrange with more fluidity and fun as opposed to stiffness and uniformity.

SMP: What did you think your dream job was before your dream job found you?

My dream job would be an Olympian, but I would have settled with being a college professor. Angie was planning on being a naturopathic healer.

SMP: What was the tipping point in your business that made you feel like it was going to thrive?

It's hard to determine an exact moment, we just noticed more of a snowball effect with our business. Every day we grew more certain that this thing could work, our calendar started to fill up and our other job obligations became more distant. We both really want this to work and I think the level of love and dedication we have for Bloom Babes far exceeds any willingness to fail.

SMP: Some words you live by

"You gotta make due with what ya got" -- Always sung in a jingle, always puts things into perspective. Not acceptable if it's not sung out loud.

SMP: The best advice you've ever received?

Make a lot of mistakes early.

SMP: What is the hardest lesson in business you've ever learned?

We've made a lot of mistakes and we will continue to make more mistakes, but this is what makes a person and a business grow. It's the way in which we handle these mistakes that makes us who we are. As for the hardest of these lessons, I'd say stepping on toes is never fun because that could hurt relationships and hurt other people's feelings. The last thing we

would ever want to do is to put someone else in an uncomfortable position, and sometimes in the wedding industry there are a lot of unwritten etiquette rules when working with other vendors- most of which you won't know until you've already stepped on someone's toes!

SMP: What's a typical work day for you like?

Typically we surf in the morning for a few hours before we go to the flower market, which means we are no strangers to the early morning. We spend about an hour or two deliberating on flowers at the market (trust us, deciding between flowers can be the most difficult thing to do ever). Then we head to Angie's house, set up shop, and begin the processing and floralizing. Our days usually last until we are delirious around 10 pm.

SMP: Why do you think your business has done so well?

We have really stayed true to ourselves throughout this process. It was really hard in the beginning to make our own niche and stand out from the preexisting florists who were setting the trends around us, but we continued to remind ourselves of what made us different. We would have always been one step behind if we were following someone else, so recognizing our own place in the industry was vital.

SMP: Your favorite instagrammer?

@thefatjewish, basically the only reason we go on Insta for leisure

SMP: Your most memorable moment?

The relief we felt when we finished the Cream Event, we're talkin' happy tears and all.

SMP: What is your favorite item in your home?

Our hanging plants!

SMP: Three things every home should have?

Aromatherapy candles, some funky pillows, and the coziest bed you've ever dreamed of.

SMP: Stranded on a desert island question... what's the one cocktail you would take with you?

Can we say beer? Specifically Booze Brothers craft beer.

SMP: If you had the opportunity to get a message across to a large group of people, what would your message be?

Do what you want to do, not what you think you should do. As long as you have good intentions then pursue what your heart wants; this action will benefit not only yourself but everyone else around you.



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SMP: Advice you'd give to your younger self?

You're alright. And you'll get those braces off some day.

SMP: One place everyone must visit in their lifetime?

Machu Picchu was our first trip together, and we totally fell in love with the experience.

SMP: Your secret to success?

Loving what we do absolutely helps, we like to think we are successful in business because we put so much love into our flowers. But we can't underestimate the importance in connecting with other people!

SMP: Best moment of your career so far?

Probably having the opportunity to travel to Nicaragua and set up a destination wedding at Fort Walker on Iguana Beach! Heaven.

SMP: If you could buy yourself a single gift of any cost, what would it be?

We would both buy plane tickets to travel all over the world!!! But more realistically, we would definitely buy some of our favorite jewelry from Simply Kasia.

SMP: If you could dine with anyone, dead or alive, who would it be?

We both would wish to see our grandmothers one last time. They both lived to be incredible women and left a legacy in our lives.

SMP: Where do you see yourself in five years?

We will probably be surfing, traveling and still doing flowers! We've always dreamed of setting

up shop in multiple destinations around the world.

SMP: Your most prized possession?

Well besides our pets, our custom SJ surfboards are our babies.

SMP: What would you do differently if you knew nobody would judge you?

Surf naked.

SMP: One thing you can't live without?

The ocean.

SMP: What's your best tip for balancing work and personal life?

We believe balance is of utmost importance in our lives. We make sure we designate time for ourselves before we get into shop talk, whether that's by surfing for a few hours before work or hanging out and laughing, we definitely put our friendship first.

SMP: If you could do it all over again, would you change anything?

Nope! It's been a fun ride so far.



Elyse Whall of Plum & Oak Photo and I are continuing to expand our venture of #ThePrettyProject and reach the wedding industries most talented vendors. When we came across the Bloom Babes, we not only were stoked about their florals, but we knew we would instantly click and become best friends. Their floral “pad” is not only super rad, but they are some of the funniest, most genuine girls you will ever meet. They invited us to shadow them for a day, which began with a 6:30am surf session in Oceanside, followed by a mesmerizing trip to the Carlsbad Flower Market and then back to their house where they put together the most beautiful little arrangements.

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