



## **Michael Skaff joins the team at The USA Bouquet Company**

USA Bouquet Company is Proud to Announce the Addition of Internationally Renowned Designer Michael J. Skaff Design & Style Expert Skaff offers a new twist on floral offerings in the mass retail segment.

Chicago, IL, December 1, 2015 –Michael Skaff, a special events florist, and home décor and color specialist, has paired with The USA Bouquet Company to bring his style aesthetic to mass retail floral found in chains throughout the country to create arrangements with a great value that speak to quality, freshness, and compelling, updated styling.

The USA Bouquet Company has been a leader in the floral industry since 2001. USA Bouquet imports, manufactures and distributes fresh cut flowers and related items and services in the United States from their regional facilities located in Miami, Atlanta, Chicago, Dallas, New Jersey, and Vista, CA. Since inception, The USA Bouquet Company has recognized that in today's floral industry, success is dependent on bringing more value to the customer, making it their mission to be recognized as the preferred source of fresh cut flowers and related gifts by providing exceptional value in their products, services, and logistics.

Michael Skaff recently opened his special events and home decorating floral company, Skaff Floral Creations, in Hinsdale, Illinois after over 30 years working in every facet of the floral industry. Most recently employed as Vice President of Design for FTD, Michael has worked on product development initiatives with top brands and as Todd Oldham, Vera Wang, Better Homes and Gardens and The Smithsonian Institute. In addition, Michael is a long time member of the esteemed Color Marketing Group, which forecasts color and style trends in the design and fashion industries. He is also a member of the American Institute of Floral Designers AIFD, Society of American Florist SAF, AAF, and Professional Floral Commentating International PFCI and continues to be called to the White House providing his design talents to high profile events.

“We are very excited to have Michael as a part of our team. He will bring design and color expertise, as well as, assist us in developing marketing programs that will drive sales and customer satisfaction with our retail partners,” states Scott Hill, VP of Sales and Marketing.

“I've known and worked with The USA Bouquet company for years and am excited to work with them once again on new and trending initiatives that will bring a fresh look to the market,” Skaff states. “I have no doubt that when we combine USA Bouquet's global sourcing model and talented manufacturing facilities with my fresh ideas that we will something new and exciting to our partners.”

These new collections will focus not only on forward styling, but will also educate the consumer on trending colors, inspiration for the lines, and style trends to look for in the home décor and fashion worlds.