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# Flower shops for every lover in New York this Valentine's Day

*Toss out those deli carnations! Whatever your budget, we've got the blooms for you with our guide to NYC's best flower shops.*

By Geraldine Campbell Mon Feb 10 2014

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Impress your loved one this Valentine's Day with some serious flower power. Picking out the perfect bouquet is no bed of roses, but let's skip the raggedy [bodega flowers](#) this year. Whatever your budget, hit up these [New York florists](#) for charming and [cheap flower](#) arrangements, or shell out the big bucks for something that will really wow. We tapped event planner [Marcy Blum](#)—whose tailor-made weddings, themed parties and product launches have gained her a client list that includes Billy Joel, Kevin Bacon and Padma Lakshmi—for her favorite florists at a variety of price points. Here are her top picks.

RECOMMENDED: More [Valentine's Day ideas](#)



Flower shops in New York: Ovando  
Photograph: Laura Gallant

## Ovando

**What they're known for:** Dealing in bold colors and minimalist, architectural designs, it's where celebs go when they need to impress their significant others (Maroon 5's Adam Levine sent a bouquet from the shop to his boo, Victoria's Secret model Behati Prinsloo).

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9. Atlantic Antic
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### Cheap date ideas for fun-seeking New Yorkers

Don't fret, penny-pincher—each of these fun cheap date ideas will cost you \$30 or less.

**What to get:** Arrangements run \$165–\$375 for the Valentine's Day collection, which includes a heart-shaped wreath of roses on a bed of brilliant red beads, a duo of pink rosebuds and a floral Rosa Mexicana candle, or a fan of roses (akin to those Levine sent to Prinsloo). Even better, you can put off making a final decision until noon on Valentine's Day.

19 E 65th St between Fifth and Madison Aves; 212-988-2600, [ovandony.com](http://ovandony.com) • 337 Bleecker St at Christopher St; 212-924-7873



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Flower shops in New York: L'Atelier Rouge  
Photograph: Laura Gallant

### L'Atelier Rouge

**What they're known for:** Flowers as art, made-to-measure arrangements for high-profile events and editorial spreads, and gold-leaf florals.

**What to get:** The design studio draws its inspiration from the world of couture: Alber Elbaz's shades-of-pink Christmas setting for *ELLE* moved founder Caroline Bailly to create sculptural arrays of Piaget roses (a super-fragrant variety) in hues of blush, hot pink, fuchsia and deep red for Valentine's Day. The arrangements, presented in black vases wrapped with black velvet ribbon, start at \$150 and should be ordered by noon on Friday 14.

270 Lafayette St at Prince St, suite 604; 212-226-4636, [latelierrouge.com](http://latelierrouge.com)



Flower shops in New York: MagnaFlora  
Photograph: Colin Miller

### MagnaFlora

**What they're known for:** Monochromatic arrangements that use the highest-quality blooms, including Dutch hydrangeas, Japanese sweet peas, gloriosa lilies and Italian anemones. Also notable is the lack of filler flowers: You won't find baby's breath, ferns or gladioli here.

**What to get:** Last-minute shoppers should let Brazilian-born owner Mauro Gomes put together a bouquet, which might include lilacs, tulips, calla lilies and other nonrose flowers, as late as Valentine's Day at noon. Arrangements start at \$150, which is also the minimum for deliveries.

411 Third Ave between 6th and 7th Sts, Gowanus, Brooklyn; 212-401-7840, [magnaflozanyc.com](http://magnaflozanyc.com)





Flower shops in New York: Sprout  
Photograph: Laura Gallant

### Sprout

**What they're known for:** Whimsical, wildflower-style arrangements using unusual plants, such as daisy-like craspedia and cottony bunny tails. The shop also stocks gardening essentials such as mint-colored vases, planter cozies and floral-printed spades.

**What to get:** Terrariums, some with mini figurines (embracing lovers, hikers, elderly parkgoers sitting on a bench and animals aplenty), start at \$10 and are a quirky alternative to traditional flowers. Custom orders require about two days' notice (for V-Day, the cutoff to get yours in is February 12 for deliveries and February 13 for pickups)—or you can sign up for a class (\$50, materials included) and create your own.

48 Grand St between Kent and Wythe Aves, Williamsburg, Brooklyn; 718-388-4440, [sprouthome.com](http://sprouthome.com)

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