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What

Things to do or see in New York

When

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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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2. Dumbo Arts Festival
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7. Kayak on the Hudson
8. "NYC Makers: The MAD Biennial"
9. Atlantic Antic
10. Queer New York International Arts Festival

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The New York bucket list

Here are the ten New York experiences you simply can't miss.

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 • 337 Bleecker St at Christopher St; 212-924-7873



Don't be a tourist: Find in-the-know things to do in New York

Tired of swamped tourist traps, huh? Check out these alternative things to do in New York.



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

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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, magnafloianyc.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

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