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1-800-Flowers.com launches collaboration with Plant Kween

1-800-Flowers.com has collaborated with plant influencer and educator, Christopher Griffin, also known as Plant Kween, to provide customers with fresh green offerings and engaging resources that will help and inspire them along their plant parenting journey. Available now for a limited time, the Plant Kween for 1-800-Flowers.com collection is a lush assortment of on-trend plants that has been specially curated by Christopher. Additionally, the 1-800-Flowers.com - Plant Kween Succulent Garden on-demand workshop offers customers an immersive opportunity to learn new skills and tips around creating and caring for a succulent garden.

“As a long-time fan of 1-800-Flowers.com, I am thrilled to team up with the brand to share the lessons and joys of being a plant parent and encourage followers to begin their own green adventures,” said Griffin. “This collaboration is also so meaningful because of the role my grandmother played in inspiring me to start my own plant parenting journey. And, as an educator, I am also excited to work with 1-800-Flowers.com to offer customers a fun-filled, on-demand experience where they can create their own succulent garden and learn how to care for and nurture it.”

A Lush Assortment of “Green Gurls”: Curated by Christopher, the Plant Kween for 1-800-Flowers.com collection features 15 green plants and colorful, elegant orchids that all arrive in a stylish and unique container. Available for delivery nationwide, this assortment was created to include a variety of “green gurls” for both novice and experienced plant lovers, as well as plants that can work for any space, including some of Christopher’s favorites such as the Snake Plant and ZZ Plant.

Welcome to Succulent School: The 1-800-Flowers.com – Plant Kween Succulent Garden workshop is an on-demand experience, led by Christopher, that offers consumers an opportunity to learn new lessons about creating a succulent garden, plant care, and more. Customers who sign up for the workshop will receive a plant kit that was developed in collaboration with Christopher. The kit arrives right to the doorstep and includes five various succulents, a terra cotta planter, eco-friendly coconut coir soil mix and more.

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