



Business is Blooming

Bringing vibrancy and joy to the community, we caught up with Jodie McGregor to discuss her floral favourites and the pollinating passion she has for her local community.

How long have you been in business?

Jodie McGregor Flowers has been flourishing in Annandale village for 14 years and is the go-to place for beautiful blooms with a distinctive edge. Jodie has earned a reputation as one of Sydney's top floral designers with a string of awards to her name, including NSW Florist of the Year and the 2013 and recently the 2014 Inner West Florist of the Year.

Why Johnston St?

It was essentially a gut feeling that led Jodie and partner Stuart White to set up shop in the heart of Johnston Street back in 1999. Initially attracted by Annandale's friendly village vibe, engaging mix of shops and great community atmosphere, the team at Jodie McGregor Flowers has developed a great synergy with local residents and businesses.

Specialty arrangements? Seasonal collection?

Over the years, Jodie has cultivated a loyal client base of regular customers who've become her friends. 'There's a mutual respect,' Jodie explains, 'Our clients tend to know what they like and trust us to create something they'll enjoy, and they identify with how we favour seasonal flowers as much as

possible. Building relationships with our clients and sharing our passion for what we do is incredibly rewarding.'

Highlights and You're Style?

Jodie has always loved flowers and, after training with Sydney's legendary Maurice the Florist, she gained international experience at The Savoy in London. Her signature style is bold and contemporary though she's also known for her free-flowing arrangements and simple posies with fresh cottage charm.

At the core of Jodie's success is her notion that beautiful, fresh flowers are so enjoyable that you'll keep coming back for more. It's a concept that works and the success of the website's Flower Addicts Club proves that flower power is alive and kicking.

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