

THE ROSES EMPIRE Eternal Beauty

The 21st-century success story behind Côte d'Azur-based luxury flower business, The Roses Empire, is as beautiful as the lady who founded the business in Spring 2017: Ms. Loreta Cazacu.

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With a passion for luxury and for the world of blooms and nature, Loreta left her native Romania to start a new adventure in France. Throughout her professional career, she has gained a truly international outlook on life and business.

As a natural go-getter, Loreta wished to pursue her inner passion of creating an exquisite offering to a discerning clientele, all the way from South of France, stretching out Europe-wide and particularly targeting the superyacht industry and corporations.

What began as an idea, quickly grew into a romantic love story between a philosophy and a lifestyle that time and time again brings happiness to those who appreciate the gift of precious blooms that will never wilt.

The outcome of months of research resulted in the idea of offering preserved natural flowers in the form of opulent eternity rose arrangements.

"Eternal roses are natural roses, harvested at their ideal shape in terms of beauty, then treated with a special 100% natural wax-based solution that will preserve their beauty for years. They are then dyed in a variety of colours," says Loreta. "The flowers come from Ecuador/Latin America, which I then personally place in beautiful boxes. The result is a classy, luxurious and maintenance-free flower arrangement."

The handmade arrangements come in a variety of 10 different colours that include white, champagne, red, deep purple, and shades of pink, yellow and orange. The flowers are made up of bouquets of 16 or 26-32, and they are ideal as either a central

piece, as decoration, as a gift to employees, or for superyacht guests.

A single-box rose also exists for wedding favours, and they look exactly like a regular rose bouquet. Arrangements can be customised to the client's desires, regardless of the needs and requirements.

Choose your individual bouquets to match your own taste and interior. Integrating beautiful settings is part of the passion Loreta has nurtured throughout the years.

Loreta explains, "The flowers I supply are the perfect alternative to natural flowers with the concept of having a memory that is forever lasting. The flowers do not need any maintenance or watering and are long-lasting without compromising their beauty; they will not fade away."

For upkeep, the flowers only require occasional dusting and need to be kept away from strong sunlight. They are versatile,

environmentally-friendly and extremely cost-efficient as you only invest once and you can enjoy them indefinitely as a memorable keepsake for loved ones or for one's own enjoyment for years to come.

Loreta plans to incorporate other types of flowers, such as orchids, along with different box materials in leather or velvet. The flowers represent timelessness, sumptuous charm and luxury in the purest form.

Based on the French Riviera, The Roses Empire offers a dedicated international delivery service, with plans to expand worldwide.

