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Twiggs and Blossom's

Unusual floral offerings and gallery-like shop add up to a successful experience

by Susan B. Tauber
special writer

When G. Dean Mooney and Darin Asselin of Rochester get an idea, they don't let the grass grow under their feet.

Their Rochester floral boutique, Twiggs & Blossom's, Ltd., is an example of how they work. Within two months of leaving former jobs, they decided to open their own business.

weekend," explained Asselin. "That gave us exactly two months to find a location, fix it up to our needs, order supplies and open our doors."

Like a breath of fresh air, they opened Twiggs & Blossom's amid French concord walls and black cherry cabinets in the counter area, and conifer-colored walls in the store.

Two years later, Twiggs & Blossom's continues to change and grow.

"I think why our business is successful is because it isn't a floral shop. It's a boutique," Asselin said. "We have different merchandise and we don't do traditional styles of floral arrangements. We never use baby's breath, carnations or mums."

"Also, we don't have the traditional wire service arrangement," he said. "Instead we call an out-of-town florist directly and ask to speak to the floral designer. That way we can explain exactly what we want for our customer."

Walking through Twiggs & Blossom's in downtown Rochester is a different experience at different times of the year. It is constantly changing.

Last fall, for example, Asselin and Mooney covered the floor of Twiggs & Blossom's with leaves that crunched

when customers walked through the store. During the past December holiday season, the interior overhead lights were

Twiggs & Blossom's, Ltd., at 319 Main Street didn't just open. It bloomed. "We wanted to be open for Easter

when customers walked through the store. During the past December holiday season, the interior overhead lights were



Full of French concord walls and conifer-colored walls, black cherry cabinets and seasonal displays, Twiggs & Blossom's owners Mooney and Asselin say it is the almost gallery-like ambience that draws customers in.

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