



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA

DEPARTMENT OF ECONOMIC DEVELOPMENT

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Fleur de Fou Expands to Historic Downtown Smithfield

SMITHFIELD, Virginia (January 17, 2018) – Fleur de Fou, an Isle of Wight florist, will celebrate the grand opening of its new location at 338 Main Street, Smithfield, with a ribbon cutting ceremony hosted by the Isle of Wight-Smithfield-Windsor Chamber of Commerce on Friday, January 19, 2018 at 4:00 p.m. The store opens to the public on Saturday, January 20th at 11:00 a.m.

Fleur de Fou, which translates to “the foolish flower,” provides floral creations for anniversaries, birthdays, holidays, weddings, special events, funerals, and even “just because.” Having already provided flowers and floral arrangements for local churches, engagement parties, dance recitals, Mother’s Day celebrations, funerals, and various local festivals, business owners Jason Camper and Joseph McCain decided it was time to expand from a home-based business and open a storefront in downtown Smithfield.

Jason Camper comes skilled with a horticultural degree from Virginia Tech. In addition to creating floral designs in his spare time, his work also involves designing the beautiful landscapes at Busch Gardens. Joseph McCain brings his degree in Business Management from Old Dominion University and creativity to design beautiful arrangements and “flowerscapes” for any occasion including special events and weddings. Because of their knowledge of flowers and landscapes, Fleur de Fou takes pride in creating any type of floral arrangement, including vintage as well as non-traditional arrangements. Using only the freshest of flowers, Fleur de Fou focuses on its motto: “Flowers, not Filler.”

The store will house fresh flowers, furniture, home décor, silk flowers, and other novelties.

Store hours will be 11:00 a.m. to 6:00 p.m. Monday-Saturday and 12:00 p.m. to 4:00 p.m. on Sundays. Orders can be placed by phone, and delivery is available Monday-Saturday for a nominal fee. Consultations for special events are available by appointment.

To view examples of their previous creations, please visit the website www.fleurdefou.com or find them on Facebook! www.facebook.com/fleurdefou

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