



Renowned Dutch Designer Visits Phillip's Flowers

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Chicago, IL, March 03, 2008 --(PR.com)-- The tulips are blooming at Phillip's Flowers and 800florals.com despite the frigid Chicago weather. "Both the flowers and climate make me feel right at home," joked Dutch born designer and author René van Rems, AIFD PFCI.

Trained in horticulture and design at Aalsmeer, Amsterdam, and London, but living in the U.S. since the late seventies, René was meeting with dozens of Phillip's designers over three days for a workshop, design show, and book signing at the company's headquarters in the Chicago area during the last few days of February.

His award-winning book, "René's Bouquets, A Guide To Euro-Style Hand-Tied Bouquets," has garnered rave reviews and is now in its second edition, but van Rems may be best known for his hands-on design instruction and presentations at leading art museums and floral industry events around the world.

Considered by many to an authority on both European and American floral design, René worked with managers and designers from all ten of Phillip's Chicago area locations with an emphasis on style, color, composition, and presentation. "We host these special programs for our employees about twice a year with artists like René," said Tracy Styke, Store Operations Manager for Phillip's. "His talent and enthusiasm are contagious."

"While some American's may be intimidated by flowers, to Europeans they're a way of life," said van Rems. "Phillip's is one of those florists that tries to make the whole experience great, from design to presentation and customer service. They're committed to the 'Wow' factor, and it shows, especially in their custom designs."

Now celebrating it's eighty-fifth anniversary, Phillip's is a third-generation, family-owned florist serving Chicago and more than 150 suburbs. The company may be best known for its local flower shops, wedding flowers, and same-day nationwide flower delivery service (800florals.com). Phillip's also operates a commercial interior plantscaping and holiday decorating division, as well as an affiliated wholesale fresh flowers company. Seven full-time family members are actively involved, with a team of more than 200 other professionals. "A love of flowers and flower design must just be wired into our genes," said Don Phillip, President. "That's something we share with René."

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