

# Celebrity Interview & Giveaway: Florist David Goldstein Says to “Go the Traditional Route” for Valentine’s Day



 *This post is sponsored by BloomNation.*

By Shannon Seibert

Named by *Entrepreneur* as a Top 5 Silicon Beach Startup to Watch, BloomNation caters to an exclusive and extensive clientele. The florists create and sell unique and hand-crafted original designs. More specifically, My Beverly Hills Florist, owned by celebrity florist David Goldstein, guarantees arrangements that stay away from the cliché, cookie cutter options. In 2004, he opened his floral studios in Los Angeles and Beverly Hills, and since then, he has catered to some big names in Hollywood, including Dennis Quaid, Russell Simmons, and OWN (the Oprah Winfrey Network). Business flourished due to his European flair, contemporary trends, and stunning style of floral expressions for all occasions and affairs. In our celebrity interview, Goldstein shares his best dating advice and offered his expertise to ensure that your relationships and love thrive on Valentine’s Day!

## Florist Shares Dating Advice

# in Celebrity Interview

During the season of love, the floral industry is quite busy! There are a lot of criteria to consider when choosing what flowers to purchase, but there's one major focal point according to Goldstein. "People know about color," he says. "They know about reds, hot pinks, purples, and all of the other passionate colors. These are the colors of flowers that people are most likely to pick." For first dates, people tend to stick to light pinks and softer colors since they're generally safer. "And for new relationships, I would go for hot pinks, specifically peonies," the floral expert advises.

**Related Link:** [Expert Dating Advice: Valentine's Day Tips](#)

For Valentine's Day, though, he recommends a time-honored flower: "Roses are very common, but they are always classy. The holiday is all about love, so I would definitely go the traditional route," he says.

If you're still struggling with making a decision, Goldstein encourages you to consider your loved one's personality and tastes. "Every flower, in my opinion, is beautiful, but everyone is different," he shares. "English garden roses are definitely my favorite because they're really hard to get your hands on."

The florist agrees that flowers are the go-to gift for women, but this begs the most important question of this celebrity interview: Do men want to receive flowers too? Goldstein thinks so! "Calalillies and darker colors are very manly," he reveals.

No matter what, go with your gut when selecting the perfect arrangement for your love. "Stay away from daisies and carnations," he says. "Otherwise, you can pick out any flower you want, and it will be appreciated."

# What Flowers Do Celebrities Prefer?

Being centered in Los Angeles and Beverly Hills has its perks, thanks to the many famous residents! This florist has covered a wide variety of events from celebrity weddings to baby showers, and some are more unusual than others. "I did the wedding for George Pajon Jr. of the Black Eyed Peas in Mexico," he excitedly reveals. "It was right after Valentine's Day, and we did thousands of red roses inside a cave!"

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It's no surprise that Goldstein prefers the one-of-a-kind events to the more traditional ones. "Large events are fun, but I personally like more unique occasions, like intimate parties," he explains. His newest project is for nearly 100 celebrities in the music and modeling industries. "Naomi Campbell might show up, and maybe Tyra Banks and Kim Kardashian too," he says about the super-exclusive event.

So what flowers do celebrities enjoy most? "They do a lot of white flowers, like gardenias, orchids, casablanca lilies, and peonies, which are rare," he shares. "We have a couple of celebrities who just don't do roses."

~~**GIVEAWAY ALERT: One lucky reader will receive a \$50 coupon code for BloomNation, just in time for Valentine's Day! To enter this giveaway, complete the form on our [Contact](#) page. Please select Giveaways in the What Can We Help You With? dropdown and include "Bloom Nation Giveaway" as well as your address and phone number in the Your Message box. The giveaway ends on Tuesday, February 10th at 5 p.m. EST. Good luck!**~~

**This giveaway is now closed. Thank you to all who participated!**

*For more on David's work with BloomNation and My Beverly Hills*

Florist, check out [www.bloomnation.com](http://www.bloomnation.com).

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# Celebrity Wedding Planner Kevin Lee Says, “I Think Famous Brides Are More Humble Than Everyday Brides”



 By Maria Darbenzio

Kevin Lee, owner and founder of LA Premier, has been taking the floral and event planning business to the next level for years. As his company has grown over the past two decades, he has become one of the most sought-after event planners in the Beverly Hills area. His portfolio includes many of the hottest A-list celebrities (including [Jennifer Aniston](#), Christina Aguilera, and Drew Barrymore), and his work has been featured at some of the most prestigious award shows.

## Exclusive Celebrity Interview with Kevin Lee

The saying “you need to love what you do in order to be happy” rings very true for Lee. “To me, working with the flowers and planning weddings is my life – I get to create so much,” he says in our exclusive celebrity interview. “My clients get the freshest flowers, and I love making beautiful masterpieces for them. Every design is a one-of-a-kind organic touch, and I

love the fact that it's such a creative career." His passion for his job radiates from him, and his bliss is contagious.

**Related Link:** [Kim Kardashian and Kanye West Visit Paris: Wedding Plans?](#)

When it comes to planning elegant [celebrity weddings](#), the event planner has put together his fair share of big days for his star clientele. You may have seen him featured on reality TV shows like *Brides of Beverly Hills* and *The Real Housewives of Beverly Hills*. In order to work alongside these stars, he had to set himself apart from others in the industry. "If you want to prove yourself, you need to stand out, which I was fortunately able to do," Lee explains. "I get to be unique and creative and use my artistic vision. A lot of jobs don't let you do that these days."

It's no surprise that what you see on television is what you get in real life. "I'm confident and creative, and that carries over on or off the camera. I'm not afraid to do anything unnatural," Lee candidly shares in our celebrity interview. "Whether I'm on *The Real Housewives of Beverly Hills* or getting together with friends, I'm still the same person."

## Celebrity Wedding Planner Shares Love Advice

When it comes to wedding planning, the florist believes the same love advice applies to celebrities and non-celebrities alike. "It doesn't make a difference," he explains. "Everyone is looking for something special and unique because it's her special day and a once-in-a-lifetime experience."

**Related Link:** [Send a Beautiful Valentine's Day Bouquet with BloomNation](#)

Of course, there is still one notable distinction – and it's a

surprising one. “I actually think famous brides are more humble than the everyday bride. Celebrities already stand out every day, while the ordinary bride isn’t necessarily used to so much attention. It’s their one day to feel like a celebrity.”

For Lee, it’s hard to chose a favorite wedding that he has planned. However, his fondest memory was opening in Toronto for the Bridal Show of Canada. A crowd of 45,000 people came out to make it the most memorable experience of his career.

Planning a wedding on your own can be full of long days and sleepless nights, but hiring an event planner can lead to a large price tag. Not everyone can afford a private coordinator to help them along the way, but there are options available for those who can’t. “Ask a hotel wedding coordinator to help you out. They’ll make a big difference,” Lee advises couples with a tight budget.

As we all know, flowers are a huge part of every wedding, and there are two types that Lee believes a bride should avoid: pom-poms and mums. “I’m into elegant flowers, and they don’t stand out to me as elegant.” On the other end, Lee says hydrangeas are his go-to flower and that white is always in.

**Related Link:** [How to Make Your Lady Feel Special on Valentine’s Day](#)

With Valentine’s Day quickly approaching, flowers are on everyone’s mind right now. So does this famed florist think a bouquet of roses is too cliché for the romantic holiday? “Any time you think of Valentine’s Day, you think of roses – they’re very symbolic,” he shares. “It’s a day of someone remembering you. I love how some things never change; tradition never goes out of style. Roses are just like diamonds – diamonds are forever, and they never lose their popularity.”

Recently, Lee and his company teamed up with BloomNation, a

unique marketplace for floral arrangements. “There are many services out there, but some of them don’t alter themselves to keep up with the era,” he says of the partnership. “BloomNation lets us use our creativity and artistic touches to make each arrangement different. It reminds us why we love doing what we do, and it lets us show each of our unique and personal touches as florists.”

*To learn more about Lee, visit his [LAPremier.com](http://LAPremier.com). Be sure to check out his arrangements available on [www.bloomnation.com/](http://www.bloomnation.com/) too!*

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## **Giveaway: Send a Beautiful Valentine’s Day Bouquet with BloomNation**



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By Maria Darbenzio

Valentine’s Day is known for its wide array of beautiful bouquets. Whether it’s classic red roses or a more modern gift of orchids, flowers are the gift that every woman anticipates on this special day. That’s why it’s important to find a company who has your needs top of mind and believes in delivering the freshest, most unique arrangements. A company such as BloomNation provides their customers with an online marketplace where they can purchase hand-crafted floral pieces from some of the top florists in the United States.

Founded in 2011 by three friends who were sick of the big business middleman, BloomNation is now considered “The Etsy of Flowers.” What makes the company unique is that BloomNation florists send out “BloomSnaps” to each client -a snapshot of the bouquet before it is delivered—making sure there is total satisfaction with the final product. They also allow florists in their network to list their own designs and set prices based on their stock. This helps ensure that the flowers will *always* be fresh. After all, no one wants to open a box of wilted flowers for Valentine’s Day.

If you want to get in on the action and experience all that this company has to offer, you have your chance now just in time for Valentine’s Day! CupidsPulse.com is giving away two 50 dollar BloomNation gift cards to two lucky winners! That’s right! Send a beautiful, fresh bouquet of flowers to your special someone...or be your own Valentine and purchase something for yourself. Either way, you can be happy knowing that the flowers you receive will be the flowers you purchased.

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**Congrats to Tara Gregory!**

*Open to US residents only.*