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Business is Blooming!

Settlers Hospitality to Open Gorgeous Floral

Hawley, PA (March 3, 2021)- Settlers Hospitality is growing its operations with the opening of Gorgeous Floral. Katharine Brown, the renowned floral designer from Fox Hill Farm, will join forces with Settlers Hospitality to launch the new floral business in May, just in time for Mother's Day.

The floral boutique will be located along Route 6 in Hawley in the former Dorchester Antiques building. The name is a nod to the location of the business overlooking Wallenpaupack Creek river gorge. In addition to retail sales to the public, Gorgeous Floral will provide in-house floral design for all the properties of Settlers Hospitality. The custom creations will adorn hotel lobbies and grace on-site special events. Guests may also order a seasonal arrangement from Gorgeous Floral for their room as an add-on to any stay. Katharine Brown of Fox Hill Farm in Honesdale will serve as floral designer. The self-professed flower fanatic is known for creating unique looks that capture the essence of any occasion. After nearly a decade styling weddings at Fox Hill Farm, she's become a highly sought-after floral designer throughout the tri-state area and beyond. "I am so excited to bring my passion for floral design and creativity to Gorgeous Floral. Settlers Hospitality's commitment to high-caliber experiences and superior service align with my own business values. I'm thrilled to join the team," said Katharine Brown.

Customers may stop in to choose from the selection of pre-made bouquets or order a custom arrangement. Shopping at Gorgeous Floral promises to be a feast for the senses. The artful display will feature a curated mix of houseplants, unique vessels, potted plants, terrariums and elegant living and dried centerpieces. Merchandise will also include gardening kits, books, tools and candles as well as unique, garden related home décor. Items will change with the season and custom orders are always welcome. Plans are also in place to offer small classes on flower arranging, gardening and more in the future.

"A floral boutique was truly a natural fit for our business," explains Justin Genzlinger, Settlers Hospitality Owner/CEO. "It's one more service we can provide to our wedding couples and event organizers. Not only is in-house floral design a convenience for wedding and event planning, it will bring a cohesive look and distinctive style to special occasions and enhance the décor at all of our properties."

About Settlers Hospitality

Settlers Hospitality, a boutique multi-concept hospitality in Hawley, PA, consists of The Settlers Inn, Ledges Hotel, Silver Birches Resort, Hotel Anthracite, Sayre Mansion, The Dock on Wallenpaupack, Glasswine.bar.kitchen, Kōl Steakhouse, Cocoon Coffeehouse and Bakery, Lake Region Fitness and Art on the Edge. For more information, check out SettlersHospitality.com.

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