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Gorgeous Floral Grand Opening Set for October 9 in Hawley

Hawley, PA (October 1, 2021)- A new retail and floral service has taken root in Hawley. Settlers Hospitality will hold a grand opening for Gorgeous Floral at 210 Welwood Avenue on Saturday, October 9 with a ribbon cutting set for 10 a.m. An extensive renovation breathed new life into a vacant storefront along Route 6 to create a stunning showcase for this venture. Katharine Brown, of Fox Hill Farm, will serve as director of floral design.

The building dates to 1897 when it served as the Paupack Electric Company plant. Energy from Paupack High Falls was harnessed in turbines just below the structure and used to power the town including the adjacent Bellemonte Silk Mill, known as the Hawley Silk Mill today. The revitalization of the property is the latest example of Settlers Hospitality's commitment to historic preservation. Previous projects have included the restoration of The Settlers Inn, Ledges Hotel and Silver Birches all of which earned membership in Historic Hotels of America. The prestigious program recognizes properties that have faithfully maintained their authenticity, sense of place, and architectural integrity. "The addition of this location is another chapter in the story of Hawley's manufacturing past as told through the preservation of the Hawley Silk Mill and Ledges Hotel," explains Settlers Hospitality CEO/Owner Justin Genzlinger.

Transformation of the property enabled expansive views of the Wallenpaupack Creek river gorge below. Outside, artist Jeff George refreshed the exterior with a beautiful floral mural that wraps around the building. Sekula Signs created oversized signage with a retro flair. Customers may stop in to choose from the selection of pre-made bouquets or order a custom arrangement for any occasion. Visitors to the shop will also find a curated mix of houseplants, unique vessels, potted plants, terrariums and elegant living and dried centerpieces available for purchase. Merchandise will include floral and garden inspired home décor.

The shop offers a central location for Gorgeous Floral's already burgeoning wedding and events services, which launched in 2021. "Celebrating life's chapters with flowers is an honor. I'm excited to share my passion for floral design and education through Gorgeous Floral," states Katharine Brown. "I'm looking forward to greeting customers in the shop and assisting them in expressing the meaning of the occasion through flowers." Katharine has spent nearly a decade styling weddings at Fox Hill Farm. She's a highly sought-after floral designer in the tri-state area and beyond. Many of the flowers used in her arrangements are grown on the family farm in Honesdale. Using as much local, Pennsylvania and American grown products as possible is a priority for Katharine. That dedication to locally sourced goods aligns with the values and mission of Settlers Hospitality to support community farms.

Gorgeous Floral will also 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. In the future, the shop will host classes and private events. "We're thrilled to add Gorgeous Floral to the collection of experiences offered at Settlers Hospitality," says Genzlinger. "It's one more investment in the community that provides a valuable service to residents and visitors alike and we're excited about all the opportunities this will bring."

Gorgeous Floral will be open Wednesday through Saturday 10 a.m.-5 p.m. and Sunday 11 a.m.-4 p.m. Call (570) 576-0490 or visit www.gorgeous-floral.com for more information.

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, Art on the Edge and Gorgeous Floral. For more information, check out SettlersHospitality.com.

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