

AMARANTÉ

LONDON

THE WORLD'S LUXURY, SUSTAINABLE FLORIST



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Kiran Seehra
CEO & Creative Director

Seeking a better alternative to intensive, unsustainable and unethical floristry practises, Kiran founded Amarante in 2017 with the goal of being the world's luxury sustainable florist.

Kiran has taken the business from her bedroom to now leading a team of thirty talented individuals, now based in the new Amarante HQ in the Olympic Park, Stratford.



THE MISSION

To be the World's Luxury, Sustainable Florist

THE VISION

To Change the Way We Buy Flowers, Forever

SUSTAINABILITY

Fresh flowers are often intensively farmed in less developed countries exploiting both people and the planet, all for a few days of enjoyment. We aim to tackle the challenges facing the flower industry through naturally preserving our flowers to last for years rather than days.



WE ONLY FARM
SEASONAL STEMS



SOURCED ETHICALLY &
DIRECTLY FROM B-CORP
& FAIRTRADE FARMS

80%

FEMALE WORKFORCE

58%

ETHNIC MINORITY



EACH INSTALLATION
IS CARBON NEUTRAL



PRESERVED TO LAST
FOR YEARS, NOT DAYS.

37%

RECOGNISED
DISABILITY

63%

PREVIOUSLY
UNEMPLOYED



HUMANITARIAN

A large, feathery green indoor plant, possibly a Bird of Paradise, is the central focus. It is situated in a modern interior with a light blue wall. To the left, a large mirror with a thin gold frame reflects a wooden chair and a lamp. To the right, a wooden table holds a glass vase with a plant, a small black container, and a vintage car figurine. The overall aesthetic is contemporary and minimalist.

LARGE PLANTS











A photograph of a Monstera plant with large, green, deeply lobed leaves. The plant is in a light-colored, cylindrical pot. The background is a plain, light-colored wall. The text 'MEDIUM PLANTS' is overlaid in the center in a bold, black, sans-serif font.

MEDIUM PLANTS









A photograph of several small indoor plants in various pots, arranged on wooden stands and shelves. The plants include a large leafy plant in a white pot, a plant with large green leaves in a tan pot, and a plant with variegated leaves in a tan pot. The background shows a window with a view of a city street and a wooden chair. The text "SMALL PLANTS" is overlaid in the center.

SMALL PLANTS



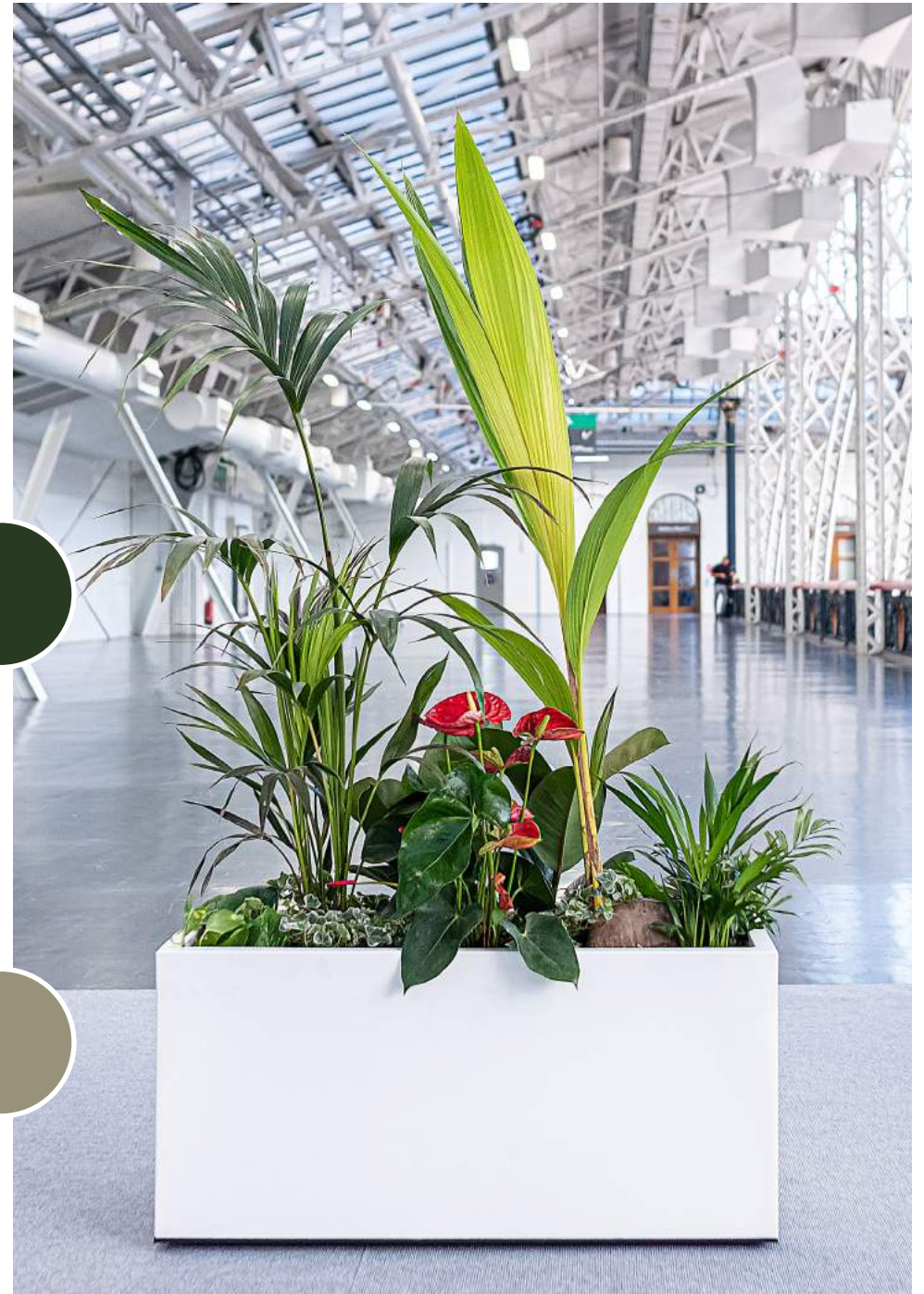
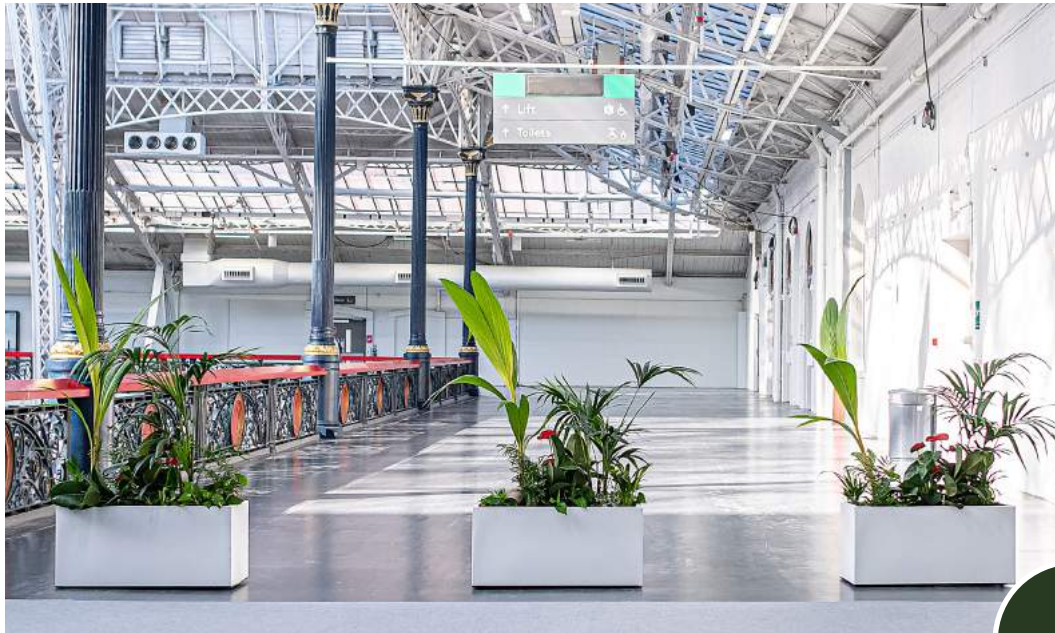








PLANTERS

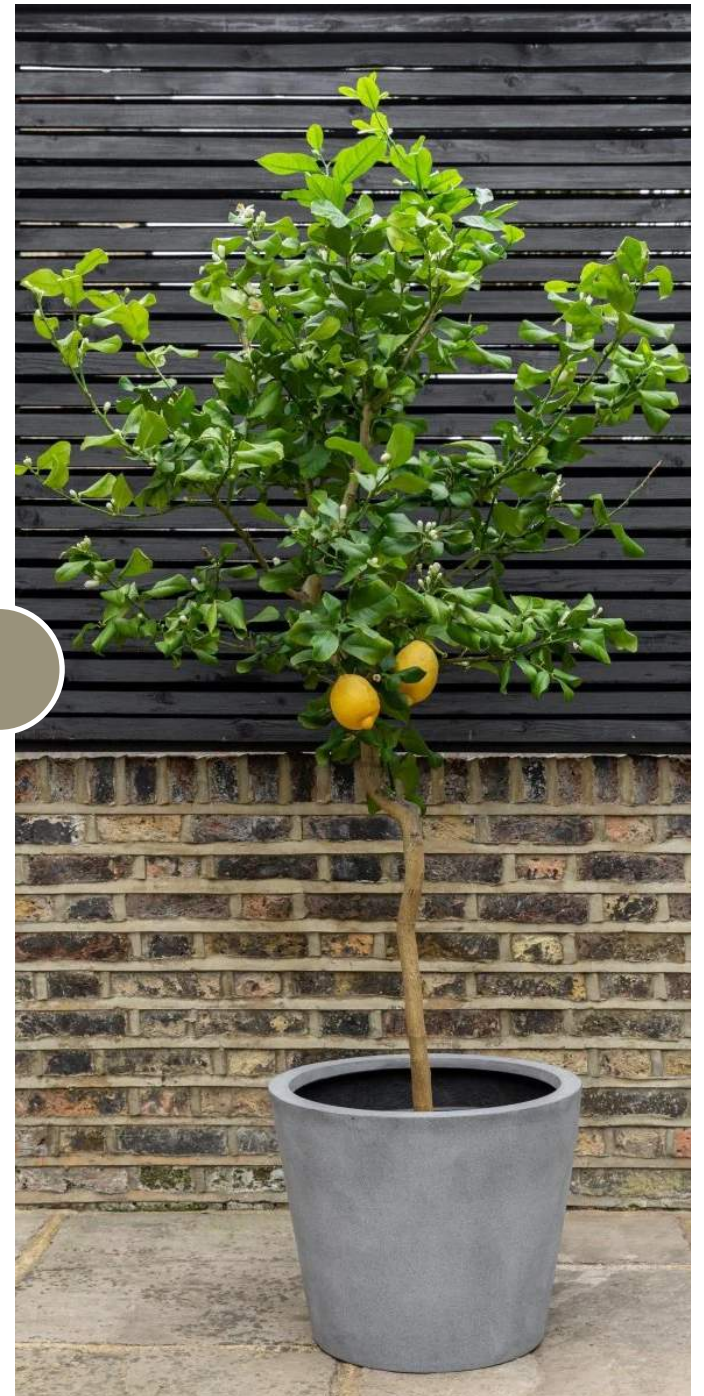




TREES









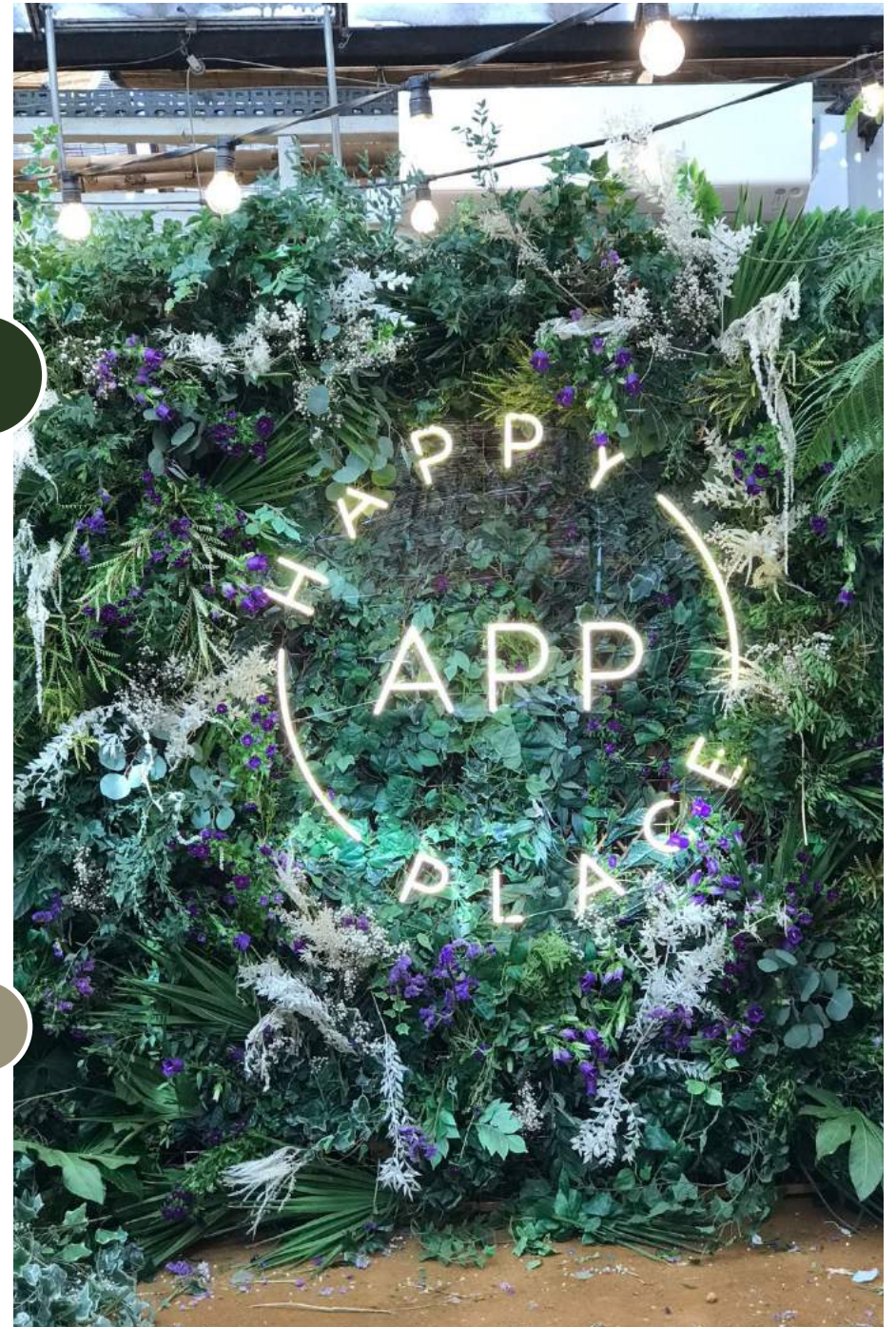
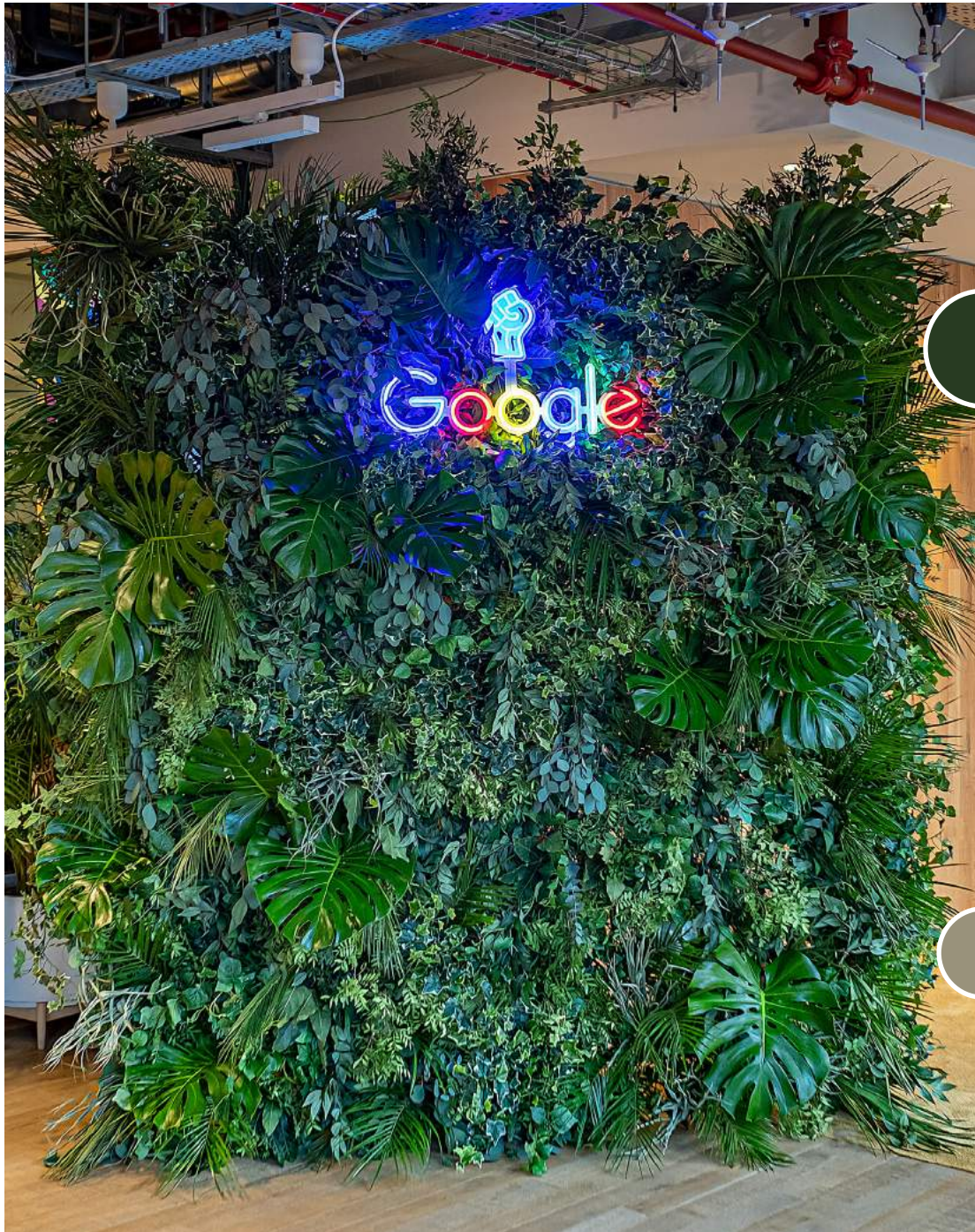


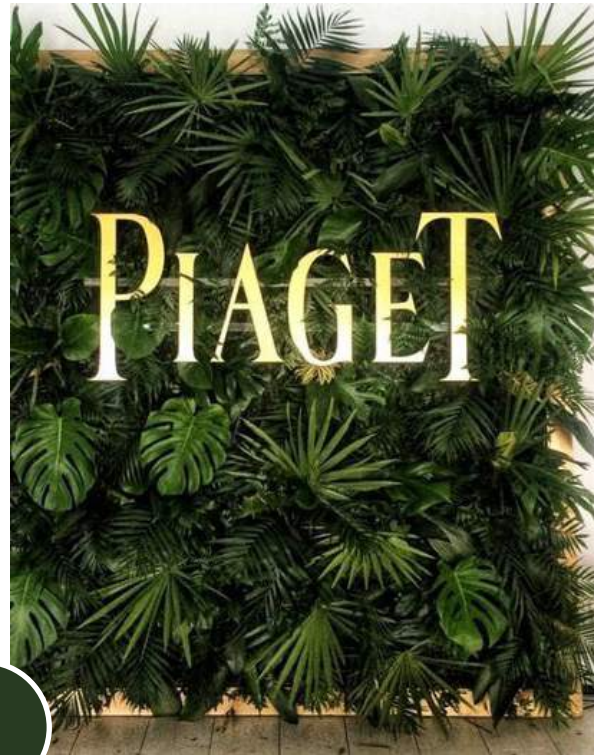






GREEN WALLS











RECOGNISED BY



Kiran named by Forbes
as Top 30 Entrepreneurs
in Europe 2022



UK'S MOST TRUSTED FLORIST
- 2021

Currently the UK's most
trusted florist

marie claire

- BEST SUSTAINABLE FLORIST -

Named by Marie Claire as
the UK's best sustainable
florist

TRUSTED BY



Google



NETFLIX

Meta



THE MONTCALM
LUXURY HOTELS
LONDON

SEXY FISH
セクシーフィッシュ

VOGUE

HUGO BOSS



GYMSHARK

SMITH
& WHISTLE



Churchill
THE CHURCHILL BAR

dermalogica®

citibank



MAGAZINE LONDON
MAGAZINE LONDON



Maison
Francis Kurkdjian
Paris

T/ALA

D&D
LONDON

OFFSPRING

THE CROWN
ESTATE

Harrods



PRIMARK®

Beauty
Works
Luxury Hair Extensions



Loupe

SELFRIDGES & CO



ORACLE

megan's



gumgum

SOHO HOUSE & CO

AMARANTÉ
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FLOWERS THAT LAST
FOR YEARS, NOT DAYS

