Exquisitely Floral!

Posted on

Bright and cheery

The soft pinks, purples, yellows and the stark radiant reds of the delicate petals cushioned within their elegant bouquets will beckon you into a world of splendour; and as you get lost among the striking variety of beautiful flowers, chocolates and soft toys delightfully arranged at the Lassana Flora stores, you will undoubtedly find yourself mesmerised…

Words Kamalika Jayathilaka Photographs Indika De Silva

Flowers are the highlight of any wedding, adding colour and beauty to your special day making it magical and memorable. Therefore, choosing the right florist that would understand and fulfill all your unique requirements and make your dream wedding a reality is the priority of any bride-to-be. Hence, whether it’s a church wedding, a traditional Sinhala wedding or a Muslim wedding, whether the wish is for rose buds, baby’s breath or Nelum of a specific colour to complement a particular theme, Lassana Flora will meet her halfway in giving her the perfect wedding.

Wedding flowers is a top segment of Lassana Flora's services, with more than a decade's experience as a florist. Thus, together with their trained designers and floral experts they will single-handedly cover all your floral needs on your special day including the bridal bouquet, head dresses, *Poruwa*, table décor and car décor. What is more, if one currently resides abroad and is planning their nuptials to be held in the island, Lassana Flora now gives them the opportunity to plan their floral arrangements online relieving them of the burden of travel to and from the country until very close to the wedding day.

"In addition to wedding flowers, we have now ventured into other related wedding services like wedding stationery, cake boxes, lighting effects and we might even think of doing wedding planning as a whole as well in the future," said Dr Lasantha Malavige, Managing Director, Lassana Flora.

Lasantha Malavige was a medical student when he started the flower business as a hobby 13 years ago. Since then Lassana Flora has blossomed into a household name in the floral industry and is a thriving establishment with six branches Island wide, becoming the only ISO certified florist for the whole of South Asia.

It is now possible to select and send flowers or gifts with just a click of a button through Lassana Flora's online flower mall

Apart from weddings, Lassana Flora deals with flowers for other occasions. Their flower and gift delivery segment is a fairly recent addition, offering a range of creative and innovative yet affordable flower arrangements to suit the circumstance and need. Likewise, you can match that beautiful bouquet of flowers you want to send your friend or family with an accompanying gift such as a delicious cake, soft toy, chocolates, costume jewellery or a fruit basket, selected from their exclusive flower and gift stores at the K-Zone Moratuwa or the Kandy City Centre. On the other hand, if you are short of time to make a visit to their stores, it is now possible to select and send flowers or gifts with just a click of a button through Lassana Flora's online flower mall with an island-wide delivery service.

Lassana Flora's corporate flower segment caters to various types of state and international events, special events at schools, universities and other institutions, opening ceremonies, dinner dances and a host of other corporate events. In addition, if a regular supply of flowers is required at an institution or to be sent to business associates and clients, creating a standing order will take care of this matter with much convenience through a corporate account with Lassana Flora.

“We are also planning to launch an Ikebana section, a Japanese style of flower arrangement that people with such tastes can order,” added the Managing Director.

Lassana Flora also has its wholesale and retail segment providing other florists the opportunity to buy flowers. Not only that, through their new flower collecting centre in Nuwara Eliya, the company has now ventured into supporting the small scale flower growers in the hill country. The collecting point has not only made the supply chain much simpler but additionally Lassana Flora has reached out to these growers providing guidance and technical know-how on how to grow flowers, manage and improve the quality of the flowers they grow.

“Delivering each bride’s floral dream on their special day is a constant challenge, yet with our creative designs, innovation and companywide systems and procedures, we have been able to reach near perfect levels of satisfaction. Our next aim is to expand our services further across the country, creating a benchmark in our service standards while becoming a role model for all service providers to raise their standards,” concluded Dr Malavige.

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