



# suburban life

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Elegant flower walls from **Nicol Floral Design** add style and sophistication to weddings, bridal showers, and other special occasions.

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*Nicol*



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# Lasting Impression

BY MATT COSENTINO

ELEGANT FLOWER WALLS FROM **Nicol Floral Design** ADD STYLE AND SOPHISTICATION TO WEDDINGS, BRIDAL SHOWERS, AND OTHER SPECIAL OCCASIONS.

clients—that’s my main goal. I want to make sure each and every client is absolutely satisfied with what I’m offering.”

In just seven years since starting her company, Nicol Floral Design, Nicol has developed a devoted following. She credits the company’s success to a particular area of expertise: flower walls. Her stunning silk flower walls add elegance and beauty to a wide range of occasions, from weddings and bridal and baby showers, to birthday parties, corporate events, and more.

Nicol has more than 30 years of experience in the floral business, starting at five-star hotels in France and Switzerland, and continuing with her move to Philadelphia in 1994 to open a restaurant. Although she took time off to raise her three children, she was thrilled to return to her lifelong love of flowers as her children approached college age.

Her past experience in the industry dealt mostly with fresh flower arrangements and fresh flower walls, but she pivoted to silk flowers when starting her own brand. Several factors went into her decision, including the fact that cost-effective silk arrangements enable her to meet any budget when renting out her creations.

Nicol’s flower walls make for stunning backdrops behind a sweetheart table at a wedding or as a photo op at corporate events. Unlike fresh flowers, silk arrangements are not susceptible to damage during delivery or wilting from the sun. In the early years of the business, Nicol offered flower walls in set sizes, but she can now customize them to fit any space, even up to 30

When people meet Nicol, they tend to use words such as *cheerful*, *welcoming*, and *unforgettable*. Often, those words come from recently wed couples and grateful event planners, as well as anyone who has spent a few moments in her presence. Nicol believes her ability to brighten others’ lives comes partly from her European roots.

“I’m originally from Barcelona, Spain, which is really such a warm and welcoming place,” she explains. “I try to bring that attitude to my company and to all the wonderful people I meet. Back in Spain, I worked for many years in the hospitality business, so I’m always aiming to please my

feet wide. At present, clients can choose from 16 vibrant colors, though she says she is always on the lookout for inspiration.

Nicol is thankful to have the help of her children, daughters Alexandra and Skyla, and son Xavier. Her son has taken an instrumental role in running the business since taking over as CEO in 2021. For example, he designed a new, user-friendly website that allows for customized ordering of flower walls, and developed a patent-pending modular wall system, which Nicol currently uses.

“He’s very savvy, like his grandfather, Joseph Segel, who founded QVC and the Franklin Mint,” Nicol says of Xavier. “It’s wonderful that he’s helping me so much. All three of my kids and my entire family have been so supportive.”

Nicol Floral Design has quickly earned a stellar reputation in the region and beyond for Nicol’s unforgettable designs, her friendly manner, and her collaborative efforts with event planners and florists. Satisfied clients include the likes of Mercedes-Benz and Louis Vuitton, and even the President of the United States.

Nicol has also branched out into permanent installations for restaurants, offices, and private homes; she loves those installations because they allow her to flex her creative muscles. Nuptials remain her calling card, and she says nothing is more rewarding than adding a touch of elegance to one of the most memorable events in a couple’s life.



Nicol, founder of Nicol Floral Design

“It’s amazing that I can be a part of such an important day,” she says. “Many times they have the flower wall as a backdrop for their ceremonies, when they’re saying their vows. It’s an honor to have my flower wall behind them, and I will continue to do my best to provide quality work for brides, grooms, and all of my clients.” ■