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Where Every BLOOM Tells a Story

*Showcasing individuality and an eye for natural beauty, **Kate Von Designs** is making its mark in the world of floral and event artistry.*

Capable of transforming a simple event space into a veritable wonderland that not only uplifts guests but even transports them to another place and time, flowers add timeless elegance to all manner of occasions. Kate Sanford of Kate Von Designs understands this subtle magic better than anyone.

Sanford grew up with a profound connection to the creative world. Combining this creativity with devotion to quality and attention to detail, she found a perfect career fit in event and floral design—one that eventually led her to establish her own flourishing business.

Sanford made the bold move two years ago to focus on that pursuit full time. She will celebrate the anniversary of her business's founding this November.

"Florals have always played a part in my creativity," Sanford says, noting that she picked up an eye for naturally foraged decor items from her father. "I credit both my parents, because I have attained quite a creative eye from both of them."

Today, it is Sanford trekking into the woods to collect seasonally inspired items from the natural world, with fall providing perhaps the brightest and most vibrant items found all year to add life to her gift for composing autumnal and holiday displays. From custom porch styling to providing clients with tablescapes, wreaths, and more, Sanford is at home bringing the natural world into her work.

Roses represent a particular area of passion for Sanford. In fact, she has earned the moniker “Mother of Roses.” When she started researching branding opportunities surrounding the name, she found meaning and power in the rose’s embodiment of femininity, which she considers “very powerful.”

Roses may be among the best-known flowers on earth, but Sanford’s treatment of them—and the passion with which she approaches her craft—is anything but ordinary. A unique methodology known as “reflexing,” in which Sanford hand-separates the petals on each bloom, enables her to unlock the beauty of each rose.

“Reflexing opens the roses up to a size and dimension that’s greater than what you would typically find,” she says. “It’s a self-taught way to really transform the flower, one that came from learning and getting to know roses as well as I have.”

The same individualism applies to the way she approaches a client’s event. In her eyes, each job provides an opportunity to meld the client’s vision with her own expertise and style, making for grand results designed to leave guests in awe.

“I’ve always had a tendency to stand out that started when I was growing up,” Sanford says. “Even now, I don’t like to be cookie-cutter. I really think outside the box. ... I don’t like to be the same as other designers, or other



people in this business. I’m really staying true to my brand and individuality, and that’s gotten me to where I am today.”

Contemporary, Timeless, Natural

Sanford acquired a brick-and-mortar location in Yardley this past May. The location affords clients a more tactile experience, allowing them to peruse unique inventory and discuss design aspects in person.

“Coming to a studio gives that automatic comfort of textile books and smells and envisioning the full process, versus other designers who do most work via email,” Sanford shares. “I really like to capture that friendliness of having this space for clients to come to when they have a project.”

Originally a “Jersey girl,” Sanford has since chosen to make Bucks County her home. She works with clients holding events on both sides of the Delaware River—and beyond.

Though her central passion lies in the realm of botanicals, Sanford excels in many aspects of event planning. She refers to herself as “a creative designer.” What that means to a prospective client: “Anything that my client gives to me, I’m the go-to person to make it happen, from styling photo shoots to event design to weddings. I like to call myself a design concierge.”

In the end, though her areas of expertise are vast and varied, three words can describe everything she touches: contemporary, timeless, natural.

“When I design, I’m not only designing for a client, but also for their guests,” she explains. “Those guests, their idea of beauty, may be different from the client’s. Bringing in timeless aspects, and meshing those three elements together with my creativeness, makes for that

‘wow,’ and an unforgettable, amazing event or experience.”

A Little Bit of Magic

For Sanford, the creative process is difficult to put into words. There’s a certain magic to it, as inspiration can come from almost anywhere.

“As a creative, things just speak to you, whether it’s the coloration of a particular flower, or a nontraditional approach,” she says. “The design just flows from there.”

Looking ahead, Sanford plans to continue using her artist’s eye to beautify all manner of spaces, for all manner of clients. From fresh florals to custom event design to home styling and even holiday porch design, the opportunities are limitless.

Much like a healthy rose, she sees nothing but upward growth ahead for Kate Von Designs and Mother of Roses Floral & Design Studio. ■



Kate Von Designs | Mother of Roses Floral & Design Studio

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