

Aveline O'Sullivan

Bloom in a Box



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Aveline O'Sullivan believes that every moment – both good and bad – deserves to be celebrated. Her aim is to make ordinary moments feel extraordinary and has come up with a plan to reinvent the gifting of flowers.

Aveline's love of bright and vibrant flowers encouraged her to open a flower shop with her sister but – after 10 years in business – she realised that as much as she loves flowers her passion is connecting people.

While running the flower shop, she experienced a range of different emotions every day and she came to realise that people didn't send flowers to give the gift of flowers, it was more about the moment that they represented.

Flowers were ordered to acknowledge something a friend or relative was going through and that covered everything from the joy of birth to the grief of death.

Over the past few years, she thought about creating a moment flower – rather than an occasion bouquet – and there's where the idea for her latest venture was born.

Bloom in a Box sees one single flower transported in a specially-designed, temperature-controlled box, so that it reaches its destination in perfect condition.

It's been a slow work in progress, but this year, thanks to the support and structure from her ACORNS lead entrepreneur and fellow participants, Aveline has got Bloom in a Box up and running and is putting the final touches to the website.

All created in Moycullen, Co Galway, Bloom in a Box is available for delivery across the country, but Aveline, who has an international patent pending for the expertly-designed box, also hopes to expand to the U.K.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine