

FLOWER

THE 2022 ATLANTA SHOWHOUSE





THE EVOLUTION OF A BRAND

Over the past 14 years, the *Flower* brand has evolved, delighting consumers passionate about decorating, design, entertaining, gardening and travel, in print, through custom digital activations, and at nationally known antique, garden and trade shows.

In 2021, we'll be adding two editorial showhouses to our marketing mix. The first is a fieldstone farmhouse that will be built on a 700-acre country estate in Alabama; the second is a 4,000 square foot English country cottage that will be built in an exclusive enclave along the South Carolina Coast.

We'll expand our showhouse footprint in 2022, adding a stunning 10,000 square foot Regency-styled home in Atlanta to our portfolio. It, along with our first two showhouses, will be decorated by some of the industry's leading interior designers, and featured in-book, online and across our social platforms.

FROM OUR EDITOR

"Our Atlanta Showhouse will showcase a celebrated team of interior designers who will be invited to turn a stunning new build into a stylish and sophisticated home designed for the ultimate in socializing and entertaining."

—MARGOT SHAW, *FLOWER* EDITOR-IN-CHIEF



THE SHOWHOUSE

GRAND LIVING IN A PRESTIGIOUS NEIGHBORHOOD

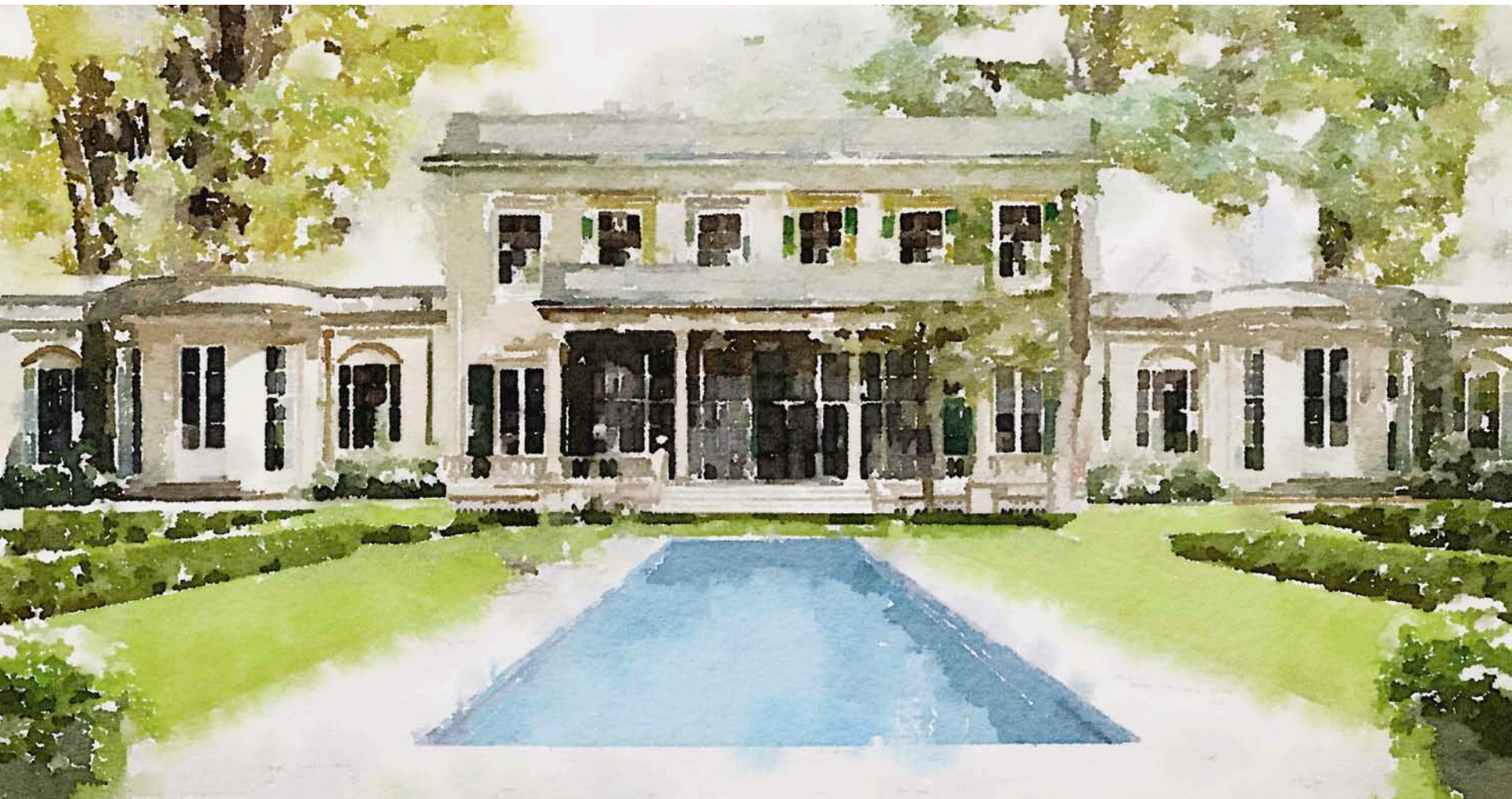
Flower's 2022 showhouse is a classic Regency-styled home designed by noted Atlanta-based architects, Peter Block & Associates. It's being built on 2+ secluded acres in Atlanta's prestigious Buckhead neighborhood by luxury home builders, Young & Meathe. Once complete, the inside will be decorated by some of the industry's most accomplished interior designers, with the grounds being done by renowned landscaping architect, John Howard.

THE HOME FEATURES:

- A stunning entry portico
- A three-story floating plaster stairwell
- A formal dining room anchored on one end with a carved marble fireplace
- A fully appointed "long room" (aka family room and gourmet kitchen), with access to a covered loggia and rear terrace
- A paneled library with custom-built cabinetry and custom-designed fireplace
- A luxurious, first-floor master with fireplace, adjoining en suite and separate his and her closets
- A large first-floor office
- Four second-story guest bedrooms, each with en suites
- A separate second-story sitting room and study
- A spacious terrace level that will house a gym, game/media room, wine cellar and secret speakeasy
- A fully landscaped backyard complete with pool and pool house

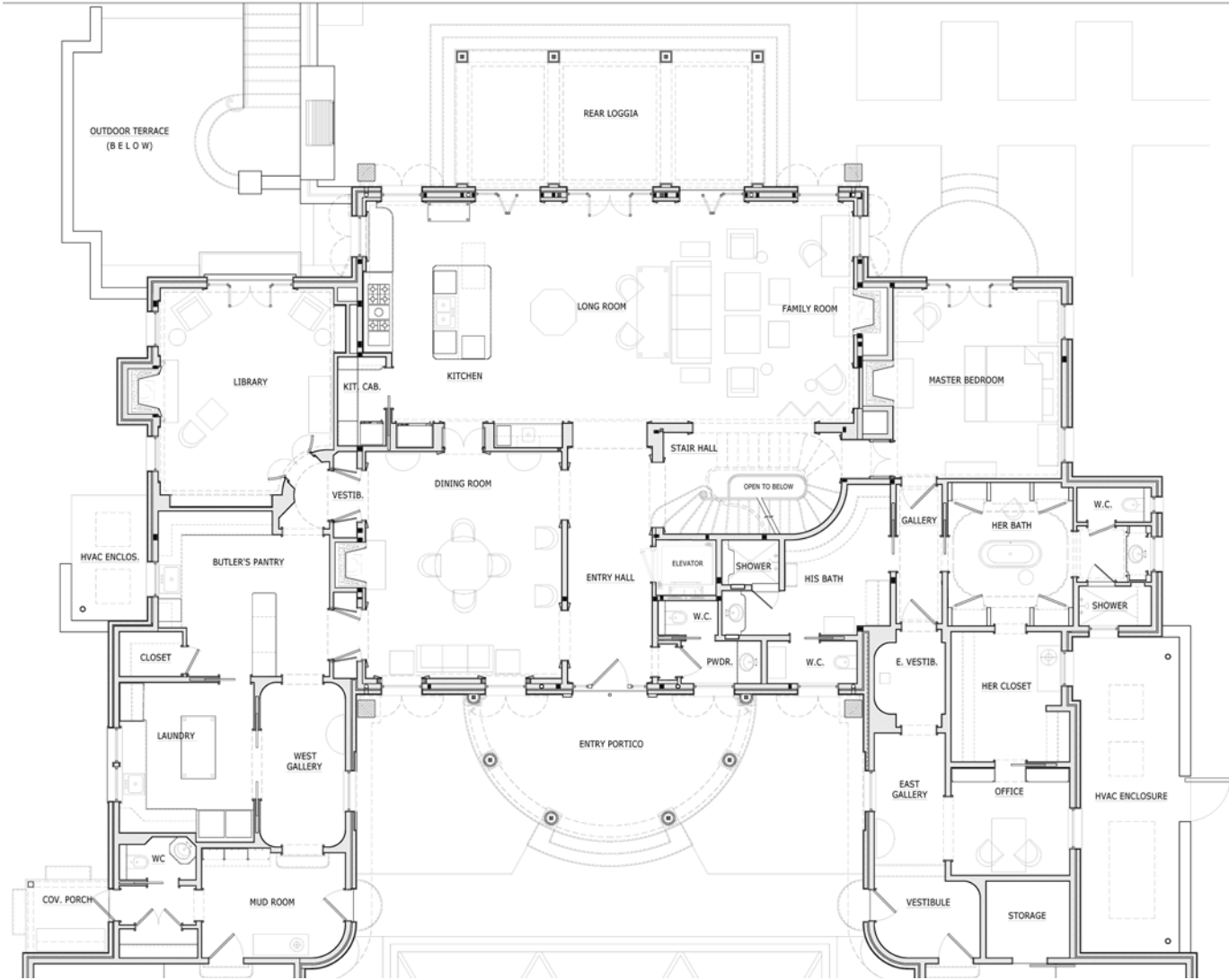
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REAR ELEVATION

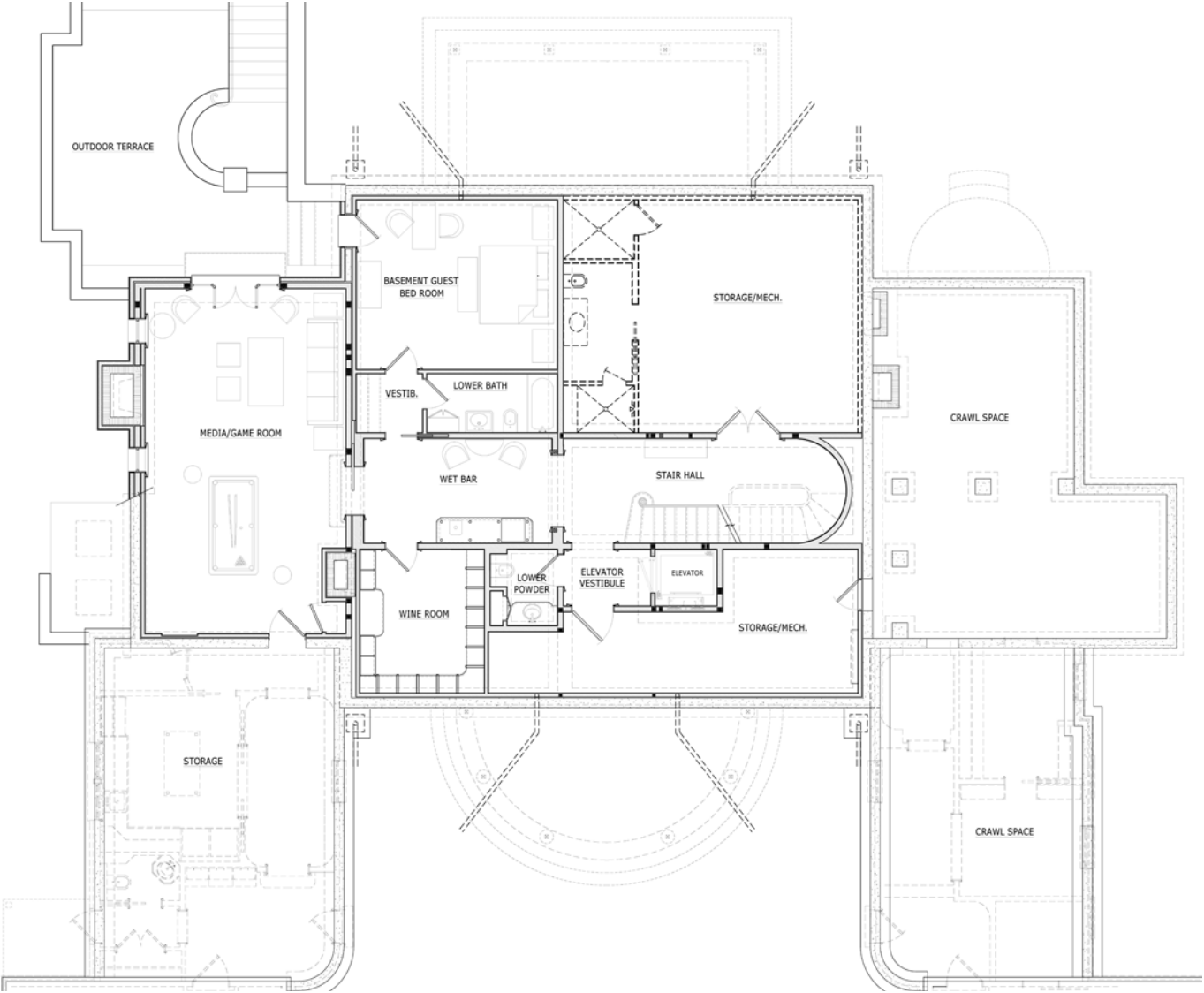


2022 *FLOWER* ATLANTA SHOWHOUSE

FIRST FLOOR



2022 *FLOWER* ATLANTA SHOWHOUSE
LOWER LEVEL



2022 *FLOWER* ATLANTA SHOWHOUSE
SECOND FLOOR

