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Contact: Elizabeth Daly

703-838-5235

edaly@safnow.org

Jenny Thomasson, AAF, AIFD, EMC, PFCI, Receives Next Gen Rising Star Award at SAF Miami 2024

Alexandria, VA.— Aug. 12, 2024 — Jenny Thomasson, AAF, AIFD, EMC, PFCI, of Jenny T Floristry is the 2024 winner of the Society of American Florists' Next Gen Rising Star Award. The award, which celebrates young professionals who have the potential to make a lasting impact on the floral industry due to their commitment and accomplishments, was presented during the Stars of the Industry Awards Experience at SAF Miami 2024, SAF's annual convention.



About Jenny Thomasson, AAF, AIFD, EMC, PFCI

Thomasson discovered her passion for floristry working part-time at a flower shop while attending college. Within a few years, she opened a shop of her own. In the past 20 years, Stems Florist & St. Louis Flower Delivery in St. Louis, Missouri, has been showered with awards. In 2015, it was named to The Knot Hall of Fame. Stems has won 12 annual awards for its wedding florals from both The Knot and Wedding Wire.

Thomasson's love for design drew her to the competition circuit, where she has earned many laurels, including first place at the FTD America's Cup floral design competition in 2022. Internationally, she has represented the United States at competitions in South Korea, Belgium, China, and the United Kingdom. Thomasson also placed as the first runner-up in SAF's Sylvia Cup Design Competition in 2022.

As a designer, Thomasson eschews tradition for tradition's sake. She pushes the boundaries, unlocking the floral design potential of unconventional items such as Texas tumbleweed. Thomasson is not afraid to take risks, and fail, in her endless pursuit of artistic creativity.

"Jenny Thomasson's genius lies in finding meaning through creation, and her impact on the floral world is truly remarkable," says Kim Brannan, AAF, of Stems Florist. "Jenny combines traditional forms and shapes with modern trends, creating a fresh perspective in her designs."

Thomasson's design skills have earned her a place on prestigious design teams. In 2014, she helped decorate the White House for the winter holidays. Thomasson has worked on installations for Philadelphia Flower Show, as well as main stage presentations for the American Institute of Floral Designers, Tropical Plant International Expo, Texas State Florists Association, and Florida State Florists' Association.

Not content to keep her design secrets to herself, Thomasson has become a sought-after speaker and educator. She is an instructor at the DRD Institute of Floristry in Dallas and a member of Teleflora's Education Specialist

Team. Through Teleflora, Thomasson embarked on a four-city workshop tour earlier this year. Due to the sold-out tour's popularity, a fifth date has been added for August.

Thomasson also is a product innovator. As the founder of Meraki Floral Tools, she developed the ambidextrous Meraki Floral Scissors and has patented a new design structure for weddings and large event projects that is currently under product development.

Within the industry, Thomasson has served as a leader with various organizations, including on the Professional Floral Communicators – International's board of directors and as president of Teleflora's Heartland Region.

"Jenny is a great ambassador for the entire floral industry," Brannan says. "Her commitment to share and spread the word about our industry is second to none, and her sincere and heartfelt dedication to education in our industry is her way of making sure that we, florists, will survive."

Event photos will be available here: [SAF Photo albums | Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit SAFNow.org.