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## Sustainable Florist Opens in Orinda

By Sophie Braccini



From left: Arash Misaghi (brother), Sina Panah (son) and Mitra Misaghi in front of store Photo Andy Scheck

Seasonal and locally-grown food is now part of everyone's vernacular, if not something on everyone's dinner plate. But using local seasonal flowers for your home or for your wedding? That's a rather new concept, and it's what Mitra Misaghi is doing.

An Orinda mom, with kids at Del Rey and a background in interior design and flowers, Misaghi believes supporting local flower agriculture is important for the local economy and for the planet. In her newly opened shop at 99 Brookwood, #2, in Orinda, she offers flower arrangements for all occasions using locally-grown flowers 80 percent of the time.

"I was raised in Europe before coming to this country," said Misaghi. "I have a degree in architecture and practiced before I had children. After their birth I studied sustainable business practices. This raised my awareness. I decided to start with one of my passions: flowers."

Misaghi says that she shops mostly with local flower growers. "There are a lot of flower farmers along the coast in Half Moon Bay or Watsonville," she said. "Life is hard for them, but they produce some of the most fresh and beautiful flowers that have more character and are different with the change of the seasons." Since our region has such a wonderful climate, Misaghi can offer interesting seasonal bouquets year-round.

Misaghi has experience with big events as well as with designs that will enhance the home. Her store can propose flower arrangements for all occasions, as well as everyday bouquets. "And we try to keep it affordable."

Misaghi likes contributing to a more sustainable planet and practices re-using and recycling in her business. "We have been spoiled," said the young mother. "We want all the fruits and all the flowers all year long without questioning where it comes from and how it was produced. Working where I live and where my kids go to school is the best way I have found to balance my work and my family life."

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[back](#)

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