

# Hats off to Shaun's Chelsea show debut



■ Innovative – Shaun's displays have caught the imagination of customers

A LAINDON flower display business was invited to mount an exhibit at the world's most prestigious flower show, just seven months after the firm's launch.

The invitation to exhibit at the Chelsea Flower Show given to Flowowerz, is an almost unique accolade for such a young company.

It comes as a result of the reputation that its owner, 28-year-old Shaun Keeble, from Walshingham Close, has already built up in the horticultural trade.

Shaun supplies his unique one-off displays to events such as weddings and corporate functions. He said: "I try and work at the outer edge of the craft, looking all the time for new ideas, techniques and plants.

"I do traditional sorts of designs as well, but customers actually seem to like the ground-breaking stuff.

"A lot of brides in particular want something a bit original and personal, not just the standard displays."

For his Chelsea display, Shaun created a design that paid tribute to 200 years of

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plant hunting and the intrepid breed of botanical adventurers who visited every corner of the world in the quest for new fauna.

At the centre of the exhibit is a pith helmet, lent by Shaun's mother, who collects hats.

There is also an antique magnifying glass, acquired from the Battlesbridge Antiques Centre.

Shaun is as determined a salesman as he is a designer. He said: "In business, whatever you do you can never rest on your laurels."

One effective sales method has proved to be a tour of Basildon reception areas, where Shaun presented samples of his displays to receptionists.

For exhibiting firms, everything stops for Chelsea. Shaun said: "Ordinary business has to be suspended during the show. It's that important. But in business terms it's certainly worth it, since the whole horticultural world passes by and sees your work."