

▶ INNOVATOR OF THE MONTH

# WHIMSICAL WINDOWS

**Mark Jordan keeps local community interest by frequently ‘creating scenes’ with his window displays**

**E**very six weeks or so, Mark Jordan, Co-Owner of Flowers Unlimited, treats his store window as a blank art canvas and begins working on a new display masterpiece. “We bought our downtown Martinsburg, W.Va., location about seven years ago, and the first Christmas there we did a big kick-off,” says Mark. “Since then, we change for each holiday or season and try to keep it fresh throughout the year.” He gets his inspiration by taking trips up to New York City as well as consults with fellow owner Anthony Hess. A few years ago, he was able to find moving mechanic parts for his characters on e-Bay that were actually used by Saks Fifth Avenue. Now, he refurbishes characters with different paint and fabrics to create new ones. “Last Christmas, we did The Night before Christmas, and next year, we’re doing The Nutcracker Suite.” We do a huge open house and cover up the window and do an unveiling just like they do in New York,” says Mark. They draw 400 to 500 people, and onlookers line the street to get a glimpse. “A lot of our community can’t make it up to New York to see the holiday window displays, so we try to bring it to them,” explains Mark. Throughout the year, customers will come in to the store just to see what Mark is going to do next. By being selected “Innovator of the Month,” Mark will receive a floral design kit, a recognition plaque, and a \$250 check on behalf of BloomNet! 



*Submit your ideas to [innovator@bloomnet.net](mailto:innovator@bloomnet.net). If your submission is selected you are eligible for a grand prize to be awarded in January 2011 for a Luxury Included® Vacation for two to a Sandals Resort. For rules, visit [www.MyBloomNet.net](http://www.MyBloomNet.net).*