



# THE ORIGINAL LOS ANGELES FLOWER MARKET

## The Original Los Angeles Flower Market History

**Our Origins** - [The Original Los Angeles Flower Market](#) was founded in 1919 as the American Florists' Exchange by a group of 30 enterprising European-American growers. Seeking a more efficient way to sell and distribute freshly grown, highly perishable flowers to local florists and nurseries, the fledgling American Florists' Exchange set up shop in a garage on Winston Street near Fifth, close to the Southern California Flower Growers.

### Finding a Home

L.A.'s flower markets grew and prospered in the early 1920s and relocated to more spacious quarters—across the street from each other—with the American Florists' Exchange relocating to its current location on the 700 block of South Wall Street. It all started with a five-hundred-dollar loan and the vision of the first board of directors, and it has since blossomed into the legendary floral destination that it is today.

Years of innovation and expansion followed, with breakthroughs in horticulture and greenhouse technologies, refrigeration, transportation, and communications transforming the floral industry into a truly global enterprise. In a similar vein, these trailblazers established floral traditions and practices that have been carried down through generations shaping the OLAFM into a universally recognized landmark.

### The Blossoming American Dream

Beyond flowers, the Original Los Angeles Flower Market reflects the tale of immigration and the American dream. Early on, the market became a haven for immigrant families seeking opportunities in the United States. Many of the sellers and producers were immigrants who, for the first time after arriving in America, purchased land, and transformed it into a land of opportunity by growing flowers.

Driven by the American dream of a better life, these entrepreneurs created a platform to showcase their abilities and contribute to Los Angeles' blooming landscape in the flower market. As many cultures and backgrounds came together to form this lively and inclusive community, the market's success became intertwined with the immigration story.

Hard work, long days, and an appreciation for the value of the land, the market founders passed along a strong work ethic, their botanical knowledge, as well as their deep love for flowers. A generational venture, families nurtured their businesses within the market and handed down traditions and a sense of pride in their contributions to the floral realm of Los Angeles. Consequently, the OLAFM today is a living testament to the immigrant spirit that has helped shape the city's cultural and economic environment.

### More than 100 Years of Floral History

Since its inception, the Original Los Angeles Floral Market has kept up with the times undergoing a fascinating evolution mirroring the dynamic shifts in the floral industry and the city's character.

In the early decades, the market grew alongside Los Angeles' population, establishing itself as an essential link between growers and retailers. The market was a bustling hub of activity in the 1920s and 1930s, with horse-drawn carts and lively exchanges of blooms.

Technological improvements in the mid-twentieth century reshaped the market into a more efficient and updated space. The arrival of refrigeration allowed for imports as well as the expansion of the region from which flowers are

sourced. As a result, flowers became available year-round, broadening market possibilities, and meeting the growing expectations of a more diverse client base.

As the city expanded, the OLAFM responded to its changing demographics and consumer preferences. Floral design trends proliferated during the latter half of the twentieth century and into the twenty-first, having a significant influence on the types of flowers and arrangements available at the market. Likewise, a stronger emphasis on sustainability and locally sourced products emerged, reflecting a broader shift in overall consumer trends.

**The Current Market:** Today, The Original Los Angeles Flower Market's 35+ vendors offer millions of cut flowers, an impressive portfolio of related foliage, and floral accessories. In total, The OLAFM includes a 55,000 sq. ft. main sales floor plus dozens of member merchants in surrounding facilities.

Established over 100 years ago, the Southern California Flower Growers and the Los Angeles Flower Market of the American Florist Exchange, Ltd., has grown to become the single largest and most successful wholesale flower market in the entire United States. The Original Los Angeles Floral Market has not only set the standard for the floral industry over the decades, but it has also weathered the changes in commerce and culture by embracing them. The result is a storied heritage that carries on today as a vibrant and integral part of Los Angeles' floral tapestry.

**CONTACT:** Please contact us to learn more about Mother's Day at The Original Los Angeles Flower Market, or to schedule a media tour. Website: <https://originallaflowermarket.com/> Media Contact: Sonja Rei Strand, Militia Consulting: [sonjarei@militiaconsulting.com](mailto:sonjarei@militiaconsulting.com) or 714.222.5802

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