With great attention to detail - “De Fleurs en Fleurs” opens in Niederanven

Anyone familiar with the flower shop “De Fleurs en Fleurs” in Schifflange knows that it is about much more than just flowers. It is about emotions, creativity, and people who have turned their passion into a profession.

Edith, Bea & Micha –Three souls with one shared vision, three hearts beating in the same rhythm.

For over 20 years, owners Edith and Bea have embodied this philosophy. They are now about to open a new chapter by launching a second location in the Arcades in Niederanven.

Although the shop officially belongs to Edith and Bea, it has always been a joint project. Micha, Edith’s husband, has been an integral part of the team from the very beginning. A trained carpenter, he not only brings craftsmanship but has also developed a strong passion for floristry over the years. “Without him, many things would not have been possible,” say Edith and Bea.

The two met in a flower shop in Schifflange, where Bea completed her apprenticeship and Edith joined later. When the former owner retired and the team gradually dissolved, the two rather reserved young women remained. A spontaneous, almost joking remark to their boss changed everything: “Josette, what are you going to do with your garage?” What started as a laugh soon turned into an unexpected offer—to take over the shop.

At the time, they were in their mid-twenties. After discussing it with their parents, they decided almost overnight to take the leap into self-employment. “We were young and spontaneous and followed our instincts,” they recall. Any fears? Hardly. Looking back, they smile: “Today we sometimes think we might not have been so spontaneous—but here we are, 20 years later.”

Their path into floristry was anything but straightforward. Edith originally studied primary education in Freiburg. During a walk through the city, she became fascinated by a flower shop being redecorated. That moment sparked her interest and ultimately led to a complete career change.

Bea, too, found her way into floristry by chance. After training as a hairdresser, she quickly realized it wasn’t the right path. An allergy forced her to reconsider, and the employment office offered her two options: florist or milliner. She chose flowers and is now the creative head of the team.

Two decades later, their enthusiasm remains strong: “It is and will always be our passion,” they say. Still, running a business comes with challenges: long working days, administrative tasks, and less time for the creative work they love most.

The decision to open a second shop is closely linked to changes in Schifflange—roadworks, diversions, and especially a lack of parking have made things difficult. “Many customers told us they couldn’t come because they couldn’t find a parking space,” Bea explains. The new location in Niederanven offers much better conditions, particularly in terms of parking.

It will also open up new opportunities for their current team of seven people, who will be split between the two locations.

Their concept remains unchanged: creativity and high quality. Their range goes far beyond classic bouquets: flower boxes, dried flowers, wreaths, and even themed music boxes. They also cover a wide range of events, from birthdays and baby showers to weddings.

Their attention to detail is also reflected in the shop design. In Schifflange, for example, the counter is made entirely from old books. Many ideas are already planned for Niederanven, but they prefer to keep them under wraps for now.

Micha continues to focus on creating special effects and handcrafted elements. He plays a central role in the new shop, carrying out all renovation work himself while continuing projects in Schifflange.

A particular highlight of their work has been decorating the *Philharmonie* for National Day on June 23—a prestigious assignment they have completed twice.

Sustainability is also important to them. They largely avoid plastic packaging and instead use paper and natural materials whenever possible.

With their new shop, they also want to become actively involved in local community life in Niederanven, through markets, the *braderie,* and potential workshops.

The exact opening date has not yet been set, but it is planned for summer, around the start of the school year. In the meantime, the shop will already open on selected days in July with a first selection of products.

One thing is certain: “De Fleurs en Fleurs” is not just bringing a flower shop to Niederanven—but a true expression of passion.