

Online marketplace SA Florist rebrands to Bloomable

South African online marketplace SA Florist has rebranded to Bloomable, with the aim to redefine itself in the market and expand its focus beyond flowers.



SA Florist was founded in 2014 and is backed by four investors from Dragons Den South Africa. The company has been delivering fresh flowers and gifts nationwide for the past four years, and has to date carried out more than 50,000 deliveries.

"Our journey started as SA Florist and even though we've changed our name, our commitment has always, and will always, be to support local businesses. In fact, our business was borne out of a passionate commitment to support florists who were trying to compete on a larger scale, but didn't have the resources", says Nicholas James, Bloomable operations manager.

The company has built partnerships with over 200 artisans, empowering them to expand their businesses by using the SA Florist tech marketplace as their online hub.

But James says they don't want to limit themselves to flowers or be seen as simply an online florist. "This rebrand is a way for us to redefine ourselves in the market and ensure that everything we do and say reflects our objective to enable our partners, our customers, and our business, to bloom," he says.



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Uber for florists

[Newly appointed MD](#), Melissa Cumming says, "People think we're a florist, but we're not. We've been dubbed 'Uber for florists' in the past, which is a good way to explain what we do. We are an online marketplace that connects people looking to buy fresh flowers and beautiful gifts, to the actual artisans who create them.

"Changing our name and brand was the perfect way to mark our collective recommitment to the company's mission: to provide an e-commerce platform for local businesses to thrive on, to offer our customers the freshest flowers from local florists, and to keep a strong focus on developing and expanding our gifting business to empower even more artisans," concludes Cumming.

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