

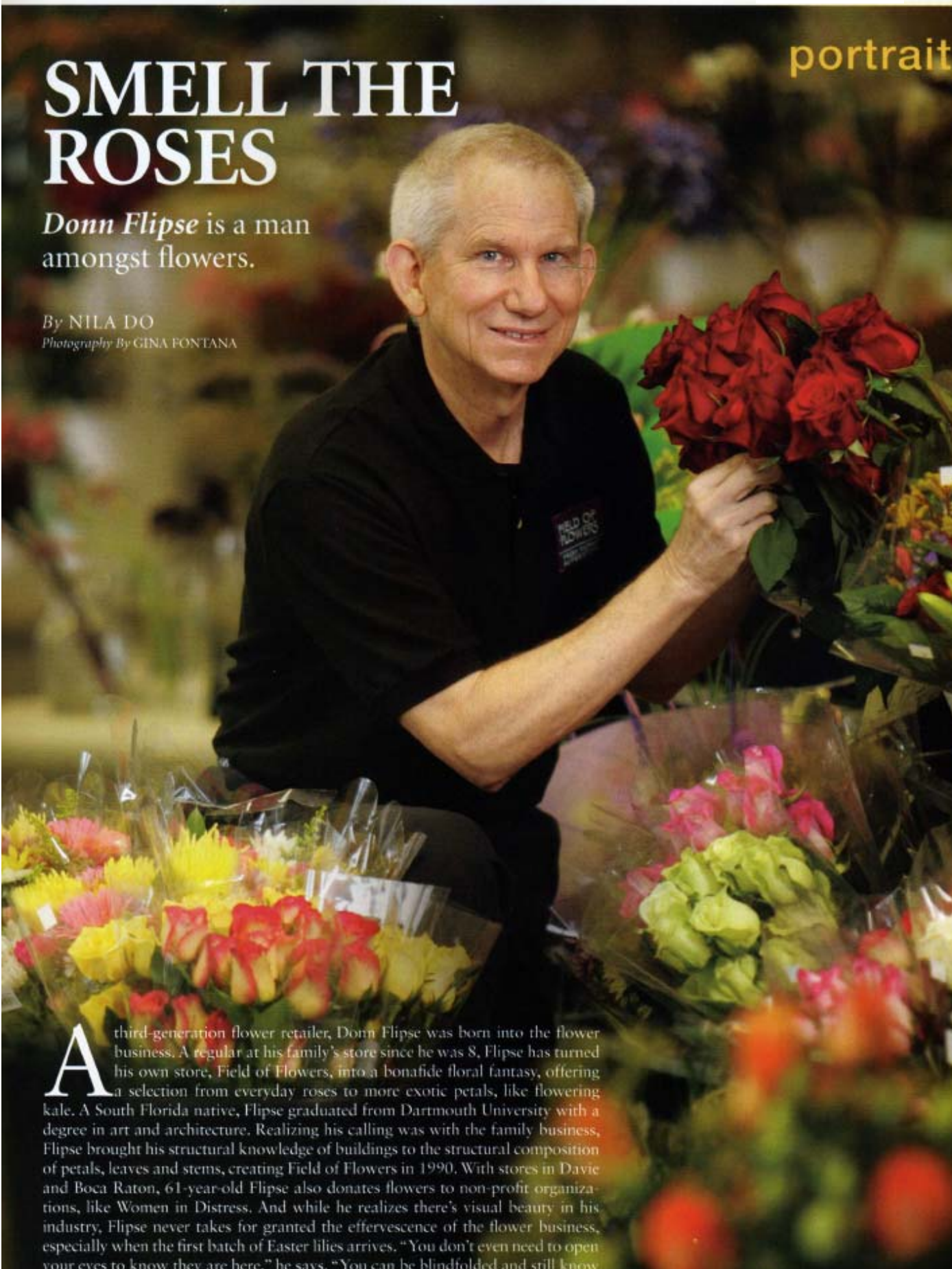
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# SMELL THE ROSES

*Donn Flipse* is a man amongst flowers.

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Photography By GINA FONTANA



A third-generation flower retailer, Donn Flipse was born into the flower business. A regular at his family's store since he was 8, Flipse has turned his own store, Field of Flowers, into a bonafide floral fantasy, offering a selection from everyday roses to more exotic petals, like flowering kale. A South Florida native, Flipse graduated from Dartmouth University with a degree in art and architecture. Realizing his calling was with the family business, Flipse brought his structural knowledge of buildings to the structural composition of petals, leaves and stems, creating Field of Flowers in 1990. With stores in Davie and Boca Raton, 61-year-old Flipse also donates flowers to non-profit organizations, like Women in Distress. And while he realizes there's visual beauty in his industry, Flipse never takes for granted the effervescence of the flower business, especially when the first batch of Easter lilies arrives. "You don't even need to open your eyes to know they are here," he says. "You can be blindfolded and still know it's Easter lily season by the unbelievable smell."