



## **MEDIA RELEASE**

**AUGUST 19, 2019**

### ***NEWBURYPORT'S AWARD-WINNING WEDDING PLANNER ANNOUNCES OPENING OF FLORAL DESIGN STUDIO AND STOREFRONT***

Newburyport Entrepreneur, Amy McLaughlin, of Amy McLaughlin Lifestyles, has been an innovator in the wedding industry for over nineteen years, setting the standard for custom luxury celebrations, society weddings and elite non-profit fundraisers.

Since founding her company in 2002, McLaughlin has planned and designed over 500 weddings, in California, Mexico, Europe and New England. She's worked with numerous A-List clients in the entertainment industry, to plan their weddings and special events. Her work and expertise has been featured in publications and media outlets nation-wide. McLaughlin's passion for floral design has grown beyond her weddings and events, thus prompting her latest creation, [Amy McLaughlin Flowers](#), a Boutique Floral Design Studio and Flower Shop in Newburyport!

*"The inherent need to constantly be creating something new is what led me here..I am utterly obsessed with flowers and designing my clients' wedding florals has been my absolute favorite part of what I do. After a lengthy career of coordinating all of the logistics of our weddings and events, I've re-evaluated what I can bring to the table as both an entrepreneur and designer. It was time for me to shift my focus a bit and listen to the little voice inside my head. I'm over the moon to be embarking on this new adventure! Along with the rest of the team at Amy McLaughlin Lifestyles, we are thrilled to announce the opening of [Amy McLaughlin Flowers](#). " - Amy McLaughlin*

## **Amy McLaughlin Flowers Service Offerings include:**

- **Delivery:** Custom curated fresh floral arrangements, made to order, with same-day delivery to Newburyport and surrounding North shore towns.
- **Design:** Complete Floral design for the grandest weddings and events throughout Boston, the North Shore and all of New England.
- **Styling:** Event styling and design, inclusive of lighting, furnishings, floor-plan, printed materials such as escort cards, menus, signage, etc, and fabric treatments.

AND...

A unique signature offering is the **[“Flowers Membership”](#)** which is inclusive of:

- Fresh floral arrangements, custom designed to each member’s specific style and color preferences, delivered on a weekly, bi-weekly or monthly basis.
- Plus access to Members Only events and workshops at AMF’s studio in downtown Newburyport.

### **About Amy McLaughlin:**

Amy McLaughlin is a native of The Berkshires of Massachusetts. After moving to California at 18 and receiving a Bachelor’s degree in Fashion Design, Amy worked on large scale events, movie premieres and celebrity weddings with Sharon Saks and Merv Griffin Productions. Having also worked for famed fashion designer, Ralph Lauren, and with a loyal following of celebrity clients, Amy created her brand, Amy McLaughlin Lifestyles, that is focused on creating beautiful weddings, events and interiors for her clients. In 2009, Amy moved back to Massachusetts with her husband Michael, daughter Isabella and King Charles Spaniel, Emily. Amy’s brand is synonymous with beauty, and her divine studio in Newburyport, MA is a reflection of her growing lifestyle business. AML has been the recipient of Northshore Magazine’s “Best of the Northshore” awards in both the “Event Planner” and “Wedding Planner” category for the past six years in a row.

AML Website: <https://www.amymclaughlin.com/>

AMF Website: <https://www.amymclaughlinflowers.com/>

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