

Company Overview

Urban Bloom is a pioneering company focused on providing stylish and sustainable gardening solutions tailored for urban environments. Established in 2022, we blend functionality with aesthetics to make green living accessible and appealing for city residents



Mission Statement

Our mission is to enhance urban living through innovative and eco-friendly gardening products that promote environmental stewardship and improve quality of life



Values

Sustainability
Design
Innovation
Community

Target Audience

Urban professionals and gardening enthusiasts aged 25-45 who are passionate about stylish, sustainable living



Brand Personality

Urban Bloom embodies a modern, stylish, and ecoconscious persona. Our brand voice is confident, friendly, and passionate about making urban spaces greener and more beautiful