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PRESS RELEASE

For Immediate Release

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Couture Petals, florist for the Kelce–Swift engagement, announces major expansion

Known for statement floral designs and sustainable practices, the company will launch wedding planning services and open new studios in New York and Chicago.

LOS ANGELES – Sept. 20, 2025 – Couture Petals, the luxury floral design company behind the engagement backdrop for Travis Kelce and Taylor Swift, today announced a major expansion of its services and national presence. The Los Angeles-based firm will launch full wedding planning services and open flagship studios in New York City and Chicago, building off the momentum of its viral installation that gained worldwide traction.

Couture Petals will now offer couples the option of full wedding planning services, which will cover everything from logistics to décor. To gain more traction beyond California, the company is opening showrooms in New York City and Chicago, where planners and couples can walk through the floral designs in person. Alongside this, the headquarters is doubling their office and warehouse space to accommodate their growth. These expansions will allow Couture to meet their increasing client demand and set them up for long-term success.

To extend international opportunities, Cochrane has appointed José Olazaba as their Executive Vice President for International Business. Jose will play a crucial role as a bridge builder for the company, with his network extending across five continents, providing them access to reliable supply chains. “Hiring Jose was the easiest decision I’ve made. With decades of experience in global floral logistics, he brings the expertise we need,” said Cochrane. Cochrane has also hired three new staffers who will ensure the company remains committed to ethically sourcing and originality as it expands.

Couture’s expansion comes shortly after the nationwide recognition following the Kelce-Swift engagement. “This is all surreal. I never imagined that sketching roses as a child would one day

lead me to design the backdrop for Taylor Swift's engagement. That moment belonged to my entire team," said Montana Cochrane, founder of Couture Petals. The company's work for the couple went viral across social media, introducing their work beyond California, and soon worldwide.

Later this fall, Couture Petals will be a headliner at the annual International Floral Expo in Las Vegas. At the expo, Cochrane will deliver a key-note speech on the company's growth, meanwhile, Paramount Plus will be there previewing a documentary about the company's journey. The documentary is set to capture behind-the-scenes moments from installations, personal stories from the team, and highlight how Cochrane's values of sustainability and artistry collide. At the expo, staff members from the Couture team will host live design demonstrations along with a consultation bar where planners can explore various design options.

Since its founding in 2015, Couture Petals has been featured in *Vogue Weddings* and *Martha Stewart Weddings*, alongside earning honors such as the American Institute of Floral Designers' Best Bridal Display and the California Wedding Association's Excellence in Event Design. Cochrane has also been recognized as one of the *Los Angeles Business Journal's* 40 Under 40 and is the author of *Petals & Promises: Designing Life's Greatest Moments*, which became a New York Times bestseller.

With these new services and expansions, Couture Petals remains committed to sustainability. The company has introduced supply-chain audits to cut waste, and partnered with local composters to ensure every floral setup has a second life. Couture hopes to give back to the community by providing proceeds from certain projects toward a scholarship fund for first-gen students interested in design and horticulture. Alongside their philanthropic efforts, Couture Petals runs a seasonal apprenticeship program that teaches future designers the various ins and outs of floral display design. The founder, Montana Cochrane, hopes to give back to the community in response to all that they have done for her business.

Find us on our website: www.couturepetals.com
Find us on Instagram, X (formerly Twitter), and LinkedIn
Username: Couturepetals

About Couture Petals

Founded in 2015 in Los Angeles, Couture Petals is a luxury floral design company specializing in weddings and receptions. Since its founding by Montana Cochrane, the company has gained national recognition for its artistry. Couture Petals is known for its sustainable, statement-making floral installations. In addition to floral artistry, Couture Petals now offers complete wedding planning services for clients across the country.

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Press Kit

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