

- ❁ Ethically Sourced
- ❁ Quality
- ❁ Sustainable
- ❁ Hand Crafted

13 Palm Blvd  
Laguna Beach, CA  
92651



Palm+Leaf is a plant nursery, specializing in hand-selected and sustainably sourced plants and home goods. The client is a small plant nursery seeking to broaden/diversify their customer base. Based in Orange County, California, Palm+Leaf's original brick and mortar store is located sunny Southern California. They currently only have one brick and mortar, but are looking to expand their reach through on-line services available nationwide.

Palm+Leaf is a small female-owned business. Their product includes carefully curated plants, along with sustainably sourced home goods/plant accessories. In addition to the sales at their store, Palm+Leaf is expanding into a subscription service in which subscribers are sent a plant of their choosing every month.

The state of the environment plays a crucial role in the growth of plants, so they wish to incorporate sustainability into their image. Palm+Leaf hopes to portray the image of environmentalism through their ethically and sustainably sourced goods. They also highlight the care and love they put into their work, that only a small business can guarantee. A part of this guarantee is personal-selection of all their products to ensure quality assurance.

