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Lorraine Cooper Receives the SAF President's Award



ALEXANDRIA, VA – AUGUST 20, 2025 – With roots in European tradition and a fervor for American innovation, Lorraine Cooper, AAF, AIFD, PFCI, has dazzled consumers and her peers alike with her grand event designs, including more than two decades working behind the scenes at the Society of American Florists' annual conventions.

In her position as chairwoman of the SAF Miami 2024 design team, she orchestrated the overall aesthetic, coordinated with growers and wholesalers, and oversaw the creation of hundreds of designs. In recognition of her devotion and passion to the floral industry, she is the 2025 recipient of SAF's President's Award.

About Lorraine:

A native of Glasgow, Scotland, Cooper began her floral journey at just 15 years old. She earned a degree in horticulture from Landslide College and achieved the Master Diploma from the National Diploma Society of Floristry (NDSF), laying the foundation for a career marked by creative excellence and global impact. Since moving to the United States in 1994 and purchasing Brady's Floral in Scottsdale, Arizona in 2001, Cooper has continuously fused classic European sensibility with modern trends, staying at the forefront of design innovation. Her style has won her many high-profile clients, including Cartier, Maple & Ash (an upscale steakhouse), The Phoenician resort, the Fiesta Bowl, and the Arizona Cardinals.

Her reputation extends well beyond her studio walls. Cooper has presented floral design programs across the country, led the Southwest Region of the American Institute of Floral Designers as president, and served as a valued member of SAF's Professional Floral Commentators – International. She was the floral designer for Super Bowl LVII and has been a featured designer for multiple U.S. Presidential inaugurations and White House Governors' Galas. In 2023, she was named Arizona State Floral Designer of the Year. Internationally, her talents have been recognized with a Silver Medal at the Royal Horticultural Society's Chelsea Flower Show.

"Lorraine's work ethic and dedication to her craft knows no bounds," said her longtime design team collaborator Ian Prosser, AAF, AIFD, NDSF, PFCI, founder of Botanica International in Tampa, Florida, and last year's President's Award winner. "She is an extremely talented designer with a tremendous sense of style who is beyond willing to share it with others."

Carrie Moore, AAF, SDCF, owner of Petals & Pages in Custer, South Dakota, can attest to Cooper’s mentorship qualities. The two became acquainted last year when Moore joined SAF’s design. “She was so supportive and encouraging,” Moore said. “As a younger florist, I felt empowered by her trust and guidance. Lorraine made sure I had opportunities to grow — and made sure I felt seen.”

Event photos will be available here: [SAF Photo albums](#) | [Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit [safnow.org](#).