

FLOUR SHOP

by **A M I R A H K A S S E M**



the shops

FLOUR SHOP stores are the creative playground for cake mastermind and Flourist, Amirah Kassem. She takes everything that she loves – cake, rainbows, glitter, unicorns and imagination – and creates spaces that contain an Instagram moment around every corner. #nofilterneeded. In the retail shops you can find wall-to-wall rainbows and (kirakira friendly) glitter counters that contain all of her most popular treats. Come to the shop to pick up some gasp-worthy cakeballs (it's impossible to only eat one), Amirah's staple six-layer explosion cake, unicorn cakes and new creations to be announced soon!



VISIT US

Soho

177 LAFAYETTE ST.
NEW YORK, NY 10013

Beverly Hills

9495 S SANTA MONICA BLVD
BEVERLY HILLS, CA 90210



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WILLIAMS SONOMA

POTTERY BARN



the brand

FLOUR SHOP is expanding beyond the cake! Amirah wants to bring her magic to other parts of people's lives so they can truly live the "Birthday Lifestyle" - where everyday is your birthday, you eat your favorite things, wear your favorite clothes and get the most out of life. FLOUR SHOP has a full collection with Williams-Sonoma of bakeware, dinnerware and perishables. Now you can bake in-style with rainbow mixing bowls and spatulas, bake your own Rainbow Explosion Cake kit and display it on a FLOUR SHOP cake stand that you won't want to put in the cupboard. FLOUR SHOP's home collections with Pottery Barn Kids, Pottery Barn Teen and Pottery Barn incorporates rainbow-hues, sprinkles and sequins that also embody the "Birthday Lifestyle" in the home space. From rainbow bedding to the sweetest decor!

@flourshop / 250K



the flourist

FLOUR SHOP founder and Flour-ist Amirah Kassem is an artist at heart and cake is her medium. Amirah gained notoriety with her whimsical creations for A-list celebrities as well as food-based installations, which have been exhibited everywhere from private settings at the Whitney Museum to 64-ft. edible hallways at the Brooklyn Museum. In 2019, Kassem introduced her first cookbook "The Power of Sprinkles," instantly becoming a bestseller and paved the way for her children's book series "The Magical Land of Birthdays" and board book "Let's Bake a Rainbow Cake!"

Amirah is also the creative force behind FLOUR SHOP's expansion beyond the cake! She artfully turns FLOUR SHOP's signature icons into textiles, occasional furniture, decorative accessories and wall art. Amirah Kassem creates cakes, cookies and kitchenware -- and now bedding and decor -- inspired by rainbow, sparkles, unicorns, sprinkles and smiles!



AS SEEN ON

Rachael Ray • Late Night with Seth Meyers • Beat Bobby Flay Nailed It! Mexico • The Tonight Show Starring Jimmy Fallon Today Show • Home & Family • WWHL with Andy Cohen Food Network • Nickelodeon • Drew Barry More Show Disney + Foodtastic

@amirahkassem / 52K



"Amirah Kassem is one of the few figures in the food industry who can get the fashion set to eat their carbs."

- Vogue

PRESS FOR **PRESS** ✨

AWARDS + NOMINATIONS

- Cara the Unicorn cake was named Instagram's "2017 Trend of the Year"
- "The Power of Sprinkles" book : Amazon Best Seller
- The Rainbow Explosion Cake kit was one of "Oprah's Favorites Things List" in 2019
- Amirah was nominated for a Shorty Award in 2020 for "Best in Food"



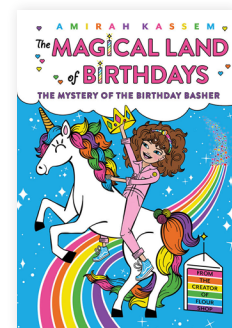
THE POWER OF SPRINKLES



THE MAGICAL LAND OF BIRTHDAYS



BAKE A RAINBOW CAKE!



THE MAGICAL LAND OF BIRTHDAYS
THE MYSTERY OF THE BIRTHDAY BASHER