

[PASSION PROJECT]

NATURAL BEAUTY

With her new venture, **Bloomist**, Alex Bates sources simple hand-made ceramics, recycled-glass vases, dried botanicals, and organic textiles that give homes an earthy, natural look and feel.



In her former role as the creative brain behind West Elm's popular artisan collaborations, Alex Bates forged connections with eco-minded makers around the world and developed a passion for connecting consumers with handcrafted wares that are affordable and sustainable. In her latest venture, the online store Bloomist, she has married that passion with her love for bringing nature inside.

THE GOODS

In addition to a curated collection of botanicals and accessories, the site posts journal entries on matching flowers to the right-size vessel and on styling rooms like a pro.

GIVING BACK

As a member of Pledge 1%, Bloomist directs a portion of sales to Conservation International. "We also work directly with artisans for their socioeconomic development," Alex says. ■

#SEEHER

We've teamed up with the #SeeHer initiative to authentically represent women in the media. Look for this page to meet more female entrepreneurs.



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1 PAPER MACHE BOWLS four sizes, from \$25

2 PALE WOOD CHAIN, SMALL LINK \$58

3 MEDIUM BEACH STONE VASE size and color vary, \$28

4 WHITE STONWARE TALL CYLINDER VASE \$110 (5"×9½")

5 RECYCLED GLASS CLOCHE three sizes, from \$48

6 TUNISIAN CLAY BEADS from \$75

Find at bloomist.com.

Alex suggests mixing Bloomist's dried botanicals with fresh finds from your yard.