

# Of the Earth Florals: Rooted in beauty, grown with heart

Sponsored content by Mary McHugh, Brand Ave. Studios contributing writer

Of the Earth Florals in Lincoln is a flower hot spot where customers can bloom, one petal (or latte) at a time.

Owner and self-described “Chief Weirdo” Natalie Elsberry, who has spent the past two decades flowering Lincoln, has created a unique full-sensory floral boutique, café and event space infused with “joy, creativity and community.”

“We are not just about flowers,” Elsberry said, “though we do those really well. We’re about creating experiences, building community and sharing the kind of joy that sticks with you long after the bouquet fades.”

Inspired by her mother’s garden and guided by a deep love for the natural world, Elsberry said she wanted to create a unique space where petals meet purpose, and every detail is designed to delight.

Whether grabbing a bouquet, searching for that perfectly eclectic gift, hosting an event, sipping something cozy from the café or just craving a place that feels like a relaxing exhale, Elsberry wants everyone who walks through the door to feel welcome.

“Earth Florals is a happy place built for you,” she said. “We love being a part of the community, a part of its fabric. There’s just something special about knowing your neighbors and then getting to make something beautiful for them.”

Elsberry is, however, most proud of the Project Thunder flowers program available to clients. For those navigating the heart-break of pregnancy loss or infant loss, a complimentary flower arrangement is delivered to grieving families. When shoppers purchase a hoodie, T-shirt, sticker or button from the on-site boutique, every dollar of profit supports Project Thunder.

The curated gift selection hosts its annual Twelve Days of Christmas sale, where each day brings a brand-new deal, surprise or delight because, as Elsberry said, “Who doesn’t love a little daily magic?”

Of the Earth Florals also offers event space for full-day, half-day and hourly rentals.

For more information about Of the Earth Florals, please visit [oftheearthflorals.com](http://oftheearthflorals.com). Their store is located at 8320 Glynoaks Drive, Suite 120, Lincoln, Nebraska.



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