



A Biography of  
*Charlie Groppetti* AIFD

The very essence of Charlie Groppetti's style is vintage-inspired designs "Cut from the Landscape". Having years of experience in the floral industry and a member of the American Institute of Floral Designers (AIFD), Charlie owned a flower shop in California for nearly 20 years. Years of spontaneous trips in an old flower shop van resulted in a collection of charming American primitives and rural European antiques that led to the development of The Park Hill Collection in 2007. While collecting, he and partner Todd Smith, rediscovered their country roots, returning to the homesteading days of grandparents who could craft wonders from any ingredient, whether it was culinary, cloth or cuttings. Growing flowers on his farm located in Vilonia, Arkansas, Charlie's found inspiration is reflected in each gathered botanical bouquet.