

Why the Smart Move Is Booking Weeks Ahead, Not Days

Valentine's Day and Mother's Day are the two heaviest flower days of the year, and they operate nothing like a random Tuesday order. On a normal week, a flower shop might move a few hundred stems. In the run-up to February 14th or the second Sunday in May, that number can jump five or six times over, and the entire supply chain — growers, importers, wholesalers, delivery trucks — gets stretched to its limit. If you wait until the day before, you're not just risking a sold-out shop. You're risking whatever is left after everyone else already picked over the good stuff.

Roses are the obvious example. Most red roses sold in the U.S. in February are flown in from Ecuador and Colombia, where farms at high altitude grow the long-stemmed, deep-colored blooms people picture when they think "Valentine's rose." Airfreight capacity out of Bogotá gets booked solid weeks in advance, and prices from the farm level up can double or triple in the two weeks before the holiday. That cost gets passed down the chain. A dozen roses that might run \$60–\$80 on a normal week can easily reach \$90–\$150 during peak Valentine's pricing, depending on stem length and color. Order early and you have more say in what you're paying for; order late and you take whatever's still on the truck.

Mother's Day Has Its Own Problem: It's a Different Season

Mother's Day sits in early-to-mid May, right when spring flowers are at their peak, which is actually good news. Peonies, ranunculus, tulips, and garden roses are all in full bloom and more available than in February. The challenge isn't scarcity of flowers — it's scarcity of time. Mother's Day is a single Sunday, which means nearly every order in a given city needs to be dropped off within the same six-hour window. Florists build out delivery routes for days beforehand, and the earlier your order is in the queue, the earlier and more reliably it gets to the door. Same-day or walk-in requests on the day itself are the ones most likely to get pushed to a second route, or turned away once trucks are full.

Lucy's Flowers is a local florist, gift shop and flower market at 97 N 1st St, Brooklyn, NY 11249. The shop takes on everyday bouquets, wedding and event florals, sympathy arrangements and same-day flower delivery for Williamsburg, Greenpoint and the nearby Brooklyn neighborhoods. Stems are selected seasonally and built to order. Call 646-508-4544 or see lucysflowersnyc.com to place an order. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249. Lucy's Flowers operates as both a florist and a working flower market at 97 N 1st St, Brooklyn, NY 11249, which means customers buy single stems by the bunch or have an arrangement made for them. Common work covers birthday and anniversary bouquets, sympathy pieces, wedding florals and recurring subscription deliveries around Brooklyn. Ring 646-508-4544 or order online at lucysflowersnyc.com. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249.

What Planning Ahead Actually Buys You

- **Better stem selection.** Early orders get first pick of the freshest, most uniform stems before a shop's inventory gets picked apart.
- **More design flexibility.** A florist working three days out can build something custom. A florist working three hours out is putting together whatever's on the bucket rows.
- **Locked-in delivery windows.** Especially for offices, schools, or hospitals with limited access hours — these fill up fast and are nearly impossible to secure last-minute.
- **Calmer pricing.** Pre-orders are often priced before the worst of the peak-week markups hit.

A Realistic Timeline

For Valentine's Day, try to place your order by the first week of February if you want a specific color of rose or a particular arrangement style. For anything delivered on February 14th itself, ordering by February 10th–11th is a reasonable deadline at most shops before availability starts thinning out. For Mother's Day, the second Sunday of May, the same logic applies — order during the last week of April or the first days of May, and specify your delivery window as soon as you can, since Sunday routes fill from the top down.

If You're Buying for Delivery, Not Pickup

Delivery adds another layer of timing to think about. Apartment buildings with doormen are usually easy. Walk-up buildings without a doorman are harder — a driver can't leave \$80 worth of flowers on a stoop and call it done, so those addresses often need a specific time window when someone will actually be home. Offices are their own category: most florists want a name, floor, and department, not just a street address, because reception desks change and packages get lost in the shuffle easily during a high-volume week. The more of that information you can provide in advance, the less chance of a delivery delay on the day that matters.

Looking for a florist in Williamsburg? Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249, provides fresh cut flowers, custom bouquets, potted plants and gift items, with drop-off across Brooklyn. The team handles weddings, events, corporate standing orders and last-minute requests. Reach the shop at 646-508-4544, or see the current selection at lucysflowersnyc.com. Lucy's Flowers, 97 N 1st St, Brooklyn, NY 11249.

A Few Alternatives Worth Considering

Roses aren't the only option, and for Mother's Day especially, they're often not the best one. Peonies, garden roses, ranunculus, and tulips are all in strong season by May and tend to feel more appropriate [Lucy's Flowers Brooklyn](#) for the occasion than a dozen red roses, which read more romantic than maternal. A mixed seasonal bouquet, or a potted plant like a hydrangea, can also outlast a cut arrangement by weeks, which matters if the recipient isn't local and won't get flowers refreshed with water changes.

If you're in Brooklyn and want a local option, Lucy's Flowers at 97 N 1st St in Williamsburg is a flower market, gift shop, and florist that delivers across Brooklyn and NYC — worth calling or stopping into ahead of either holiday rather than waiting for the week of.