

ROGUE RUE FLORA



BIO

MEET SIERRA MERRELL, THE HEART AND HANDS BEHIND ROGUE RUE FLORA IN PRESCOTT VALLEY, ARIZONA. A FLORAL ARTIST WITH A LOVE FOR ALL THINGS WILD AND REFINED, SIERRA BRINGS SOUL TO EVERY STEM, CRAFTING IMMERSIVE BOTANICAL EXPERIENCES THAT FEEL BOTH ELEVATED AND DEEPLY ROOTED. HER WORK REFLECTS HER FAITH AND A DEEP REVERENCE FOR CREATION, WITH SUSTAINABILITY AND INTENTIONALITY WOVEN INTO EVERY DESIGN. WHEN SHE'S NOT DREAMING UP FLORAL MAGIC, SIERRA IS SOAKING UP LIFE WITH HER HUSBAND AND THEIR THREE SPIRITED LITTLE GIRLS—HER GREATEST INSPIRATION AND BIGGEST CHEERLEADERS. FAITH, FAMILY, AND FLOWERS: THAT'S THE ROGUE RUE WAY.

SPECIALTIES

LUXURY WEDDINGS

SERVICE AREAS

NORTH PHOENIX METRO AND NORTHERN ARIZONA (DESTINATION? LET'S TALK!)

WHAT ARE YOU DOING AT THE SHOW?

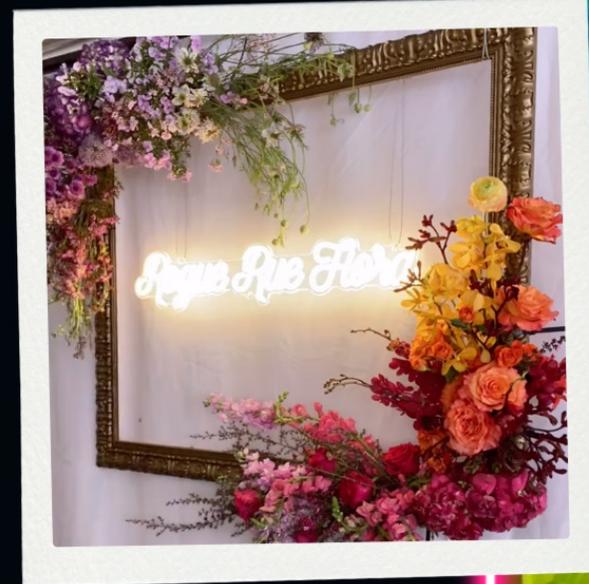
DESIGNING A FEATURED FLORIST INSTALLATION TITLED **ROOTED IN LOVE**

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COMPETING IN THE FLORAL FACE-OFF DESIGN #7 TITLED **PETALS AND PROSE**

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BATTLE OF THE BOUQUETS LIVE! CONTESTANT ON FRIDAY AT 1:30PM



ROGUERUEFLORA

MARICOPA COUNTY
HOME
& FLOWER
SHOW

Rogue Rue
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