

FLOUR SHOP

by **A M I R A H K A S S E M**

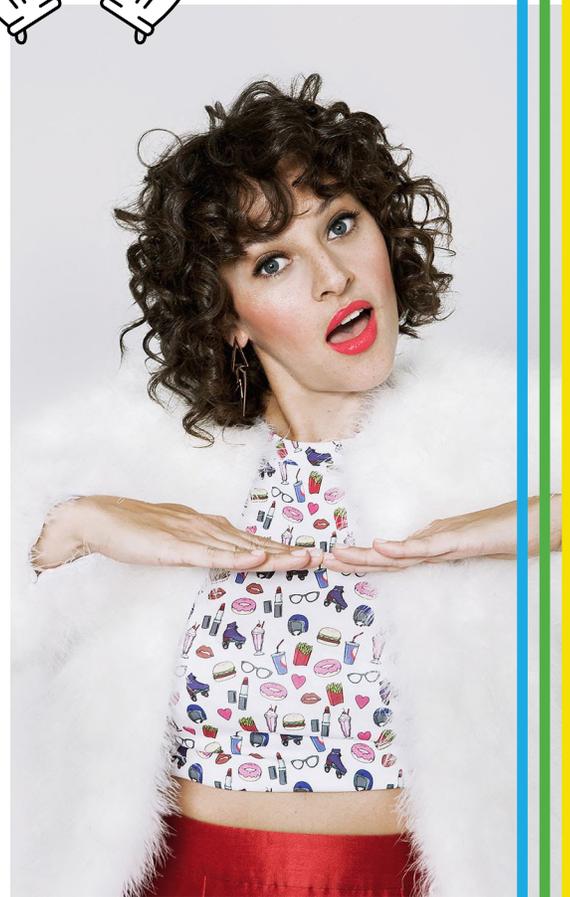


the flourist



SoHo based baker and flour-ist, Amirah Kassem, is young at heart. When she's not making Alice and Olivia exploding cakes or baking moonmen for the VMAs, you can find her dancing in her glitter and rainbow themed kitchen, eating ice cream for breakfast. Her fondant-free creations have caught the attention of Vogue, Harpers, and every fashion-minded party in New York. And when she's not baking for the fashion world, she's probably in the kitchen of some cake-loving celebrity or branding treats for a major product launch.

Amirah's an artist at heart and her medium is food. And as an artist she didn't learn her skills in culinary school. Instead, Amirah grew up baking and sculpting with her mother in Mexico. Baking was a way for them to entertain, and they would build every party from the ground up – from the décor to the food. It's not a party without cake. And Amirah makes everything look as good as it tastes!



@amirahkassem



the shop

Baking at
177 LAFAYETTE ST.
NEW YORK, NY 10013



The brand new SoHo store is the flagship playground of cake mastermind and Flourist, Amirah Kassem. She's taken everything that she loves – cake, rainbows, glitter, unicorns and imagination – and created a space that contains an Instagram around every corner. #nofilterneeded. In the retail shop you can find a wall-to-wall rainbows that fill the entire room along with a 25-foot (kirakira friendly) glitter counter that contains all of her most popular treats. Come to the shop to pickup some gasp-worthy cakeballs (it's impossible to only eat one), Amirah's staple six-layer rainbow cake, unicorn cakes and 24-Karrot magic cakes. On top of that, Flour Shop is introducing the rainbow exploding cake at the retail store, where you can find an extra surprise of sprinkles when you cut into the cake!

Flour Shop has also teamed up with La Colombe to create a one-of-a-kind coffee program. Not only will they serve the traditional drinks out of a custom pink and glitter espresso machine, but they will also be introducing the "Colored Milkshake Latte." This is a draft coffee with new look! And if you have some time, take a seat in the oversized baroque chairs that will make you feel like a queen or king.

Whether you want to follow your sweet-tooth, live the birthday lifestyle, grab a coffee or just have some fun, you will want to experience the colorful, whimsical world fun of Flour Shop.



@flourshop 

