

Morrison's Flowers & Gifts Enters a New Era Under Allison and Kevin Tracey

Morrison's Flowers & Gifts is entering a new chapter under the ownership of Allison and Kevin Tracey, who are blending the shop's long-standing floral tradition with a modern, sustainable vision.

MORRISON'S FLOWERS

Williamsburg, Virginia Oct 19, 2025 ([Issuewire.com](https://www.issuewire.com)) - One of Williamsburg's most cherished floral institutions, [Morrison's Flowers & Gifts](#), is blossoming into a new era. The long-standing florist, known for its elegant arrangements and community involvement, is now under the leadership of **Allison and Kevin Tracey**, who bring a fresh vision while honoring the shop's legacy of exceptional floral artistry and personal service.

For more than three decades, the best [Williamsburg florist](#), Morrison's Flowers & Gifts has been synonymous with handcrafted arrangements, weddings, sympathy florals, and same-day delivery throughout the Williamsburg area. Since acquiring the business in 2023, the Traceys have made it their mission to carry forward Morrison's trusted reputation while introducing modern touches that reflect today's evolving floral trends and sustainable practices.

"We felt a deep connection to Morrison's because it has always been more than a flower shop — it's a part of Williamsburg's story," said **Allison Tracey**, co-owner and lead designer. "Our goal is to preserve what people have always loved about Morrison's, while infusing new ideas that celebrate creativity, sustainability, and community."

Honoring Tradition, Embracing Change

The transition to new ownership marks a pivotal chapter for the business. Founded in the early 1990s, Morrison's Flowers & Gifts built its reputation on reliability, personal attention, and artistry — values that Allison and Kevin Tracey plan to uphold.

The couple, both longtime residents of Virginia, bring complementary strengths to the business. Allison, a lifelong flower enthusiast and creative visionary, oversees floral design and customer experience. Kevin, with a background in business management, focuses on operations and growth strategy.

Their approach is simple: maintain the personal relationships Morrison's is known for, while introducing modern efficiencies and a refreshed aesthetic that appeals to both longtime customers and a new generation of floral lovers.

A Fresh Take on Local Floristry

Since taking ownership, the Traceys have expanded Morrison's offerings beyond traditional arrangements to include **seasonal floral collections, wedding design packages, and eco-conscious sourcing**. The shop now highlights more **locally grown blooms**, recycles floral waste responsibly, and reduces single-use packaging.

"We believe in doing good through beautiful design," said **Kevin Tracey**. "Whether it's a wedding bouquet or a sympathy tribute, each arrangement should reflect care — not only for our customers but also for the environment and our community."

The refreshed approach is already resonating with customers. Morrison's continues to serve area hospitals, schools, churches, and funeral homes, while also providing custom floral installations for local businesses and events.

Rooted in Community

Beyond floral design, [Morrison's Flowers & Gifts](#) remains an active supporter of **Williamsburg's charitable and civic organizations**. The shop regularly contributes to causes such as **Literacy for Life, Avalon Center, The Let Freedom Ring Foundation, and Williamsburg House of Mercy**.

These partnerships reinforce the Traceys' belief that a local business thrives when it gives back.

"Community is at the heart of what we do," said Allison. "We've been inspired by the relationships Morrison's has built over the years. Continuing those connections — and forming new ones — is what keeps us motivated every day."

Continuing a Legacy of Excellence

Morrison's Flowers & Gifts has earned widespread recognition for its work, including **Virginia Media's Best Florist Award** and top ratings from **WeddingWire** and **The Knot**. These accolades, the Traceys say, are both a source of pride and a responsibility.

"Allison and I are humbled by the legacy we've inherited," Kevin said. "The trust that customers place in Morrison's means everything. Our goal is to build upon that foundation and keep raising the standard of what a local florist can be."

Looking Ahead

In the coming year, Morrison's Flowers & Gifts plans to introduce **floral education workshops**, **holiday design classes**, and **seasonal pop-up events** aimed at connecting more closely with the Williamsburg community.

The Traceys also hope to explore **regional collaborations** with wedding planners, event designers, and local artisans to celebrate the artistry of Virginia floristry.

"Our vision is to make Morrison's not just a flower shop, but a destination — a place where people can learn, connect, and experience the joy of flowers in new ways," Allison said.

About Morrison's Flowers & Gifts

Located in the heart of Williamsburg, **Morrison's Flowers & Gifts** has been serving the community for over 30 years. The shop specializes in fresh, hand-designed floral arrangements for weddings, events, sympathy tributes, and everyday occasions, offering same-day delivery throughout the Williamsburg area.

Under the ownership of **Allison and Kevin Tracey**, Morrison's continues its tradition of excellence with a renewed focus on sustainability, innovation, and community engagement.



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