

Dr. Shantell Byrd Martin Unites Shantellum and Bloomorey to Launch In My Bloom Era™

A Movement Rooted in Growth and Reinvention



Atlanta, Georgia Oct 17, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Atlanta entrepreneur blends personal development and luxury floral artistry to create an inspirational lifestyle movement celebrating the beauty of becoming.

Two distinct businesses. One shared philosophy. A new movement dedicated to growth, reinvention and intentional living.

Author, entrepreneur and keynote speaker Dr. Shantell Byrd Martin, Ph.D., announces the launch of In My Bloom Era™, an inspirational lifestyle movement created through the collaboration of her two brands, Shantellum and Bloomorey.

The collaboration brings together the transformative power of personal development and the natural beauty of floral artistry, creating a meaningful connection between how people grow and how flowers bloom.

Through Shantellum, her motivational speaking and leadership development brand, Martin encourages individuals and organizations to embrace change, challenge limitations and pursue growth with confidence. Through Bloomorey, her luxury floral and experiential brand, she celebrates creativity, beauty and the emotional connections flowers bring to life's meaningful moments.

Although the businesses serve different purposes, Martin recognized a common thread: Growth is both an internal transformation and an experience worth celebrating.

"Shantellum has always been about the mindset behind growth, while Bloomorey celebrates the beauty of what growth can become," Martin said. "I wanted to bring those two worlds together in a way that felt authentic and meaningful. In My Bloom Era is where personal transformation meets the beauty of blooming."

Where Mindset Meets the Art of Blooming

The foundation of In My Bloom Era™ is built around four stages inspired by the natural growth cycle of flowers:

- ROOT: Establish your foundation, reconnect with your identity, and recognize your worth.
- WATER: Nurture your potential through intentional decisions, consistency, and self-investment.
- PRUNE: Release what no longer serves your growth and create space for new possibilities.
- BLOOM: Embrace your transformation and confidently step into your next season.

The framework reflects a simple but powerful idea: Just as flowers require strong roots, nourishment, and occasional pruning before reaching full bloom, personal growth requires patience, intention, and a willingness to evolve.

Rather than presenting growth as a perfect or linear process, the movement encourages individuals to appreciate every stage of their journey.

From Inspiration to an Everyday Experience

At the heart of the launch is Martin's inspirational book, In My Bloom Era™: Who I'm Becoming Next, which explores self-discovery, resilience, personal reinvention, and the courage to move beyond familiar

limitations.

The book serves as the literary foundation for a broader collection that includes the In My Bloom Era™ Journal, the In My Bloom Era™ 90-Day Digital Planner, digital affirmations and reflection tools, and thoughtfully designed lifestyle merchandise.

Each offering reflects the collaboration's distinct strengths. Shantellum contributes personal development principles and mindset strategies, while Bloomorey's floral influence brings those ideas to life through visual storytelling, botanical symbolism and creative experiences.

Together, these offerings encourage individuals to move beyond inspiration and make intentional growth part of their everyday lives.

"Inspiration should not end when you close a book or leave an event," Martin said. "I wanted to create something that people could carry into their everyday lives, whether through reflection, a meaningful message or an experience that reminds them of how far they have come."

Building a Movement Beyond the Collection

With nearly two decades of entrepreneurial experience, Martin has built businesses across real estate, interior design, professional development, and creative industries. In My Bloom Era™ represents a new chapter in that journey, bringing together her passion for empowering people and creating memorable experiences.

Throughout 2027, Martin plans to expand the movement beyond Atlanta through book festivals, author appearances, speaking engagements, and curated experiences designed to spark meaningful conversations about personal transformation.

The next chapter will also include Faith in Bloom, a forthcoming standalone book planned for summer 2027. Building on the foundation of In My Bloom Era™, the new publication will explore the role of faith in personal growth, transformation and becoming, extending the movement's message and momentum into 2028.

"In every season, there is an opportunity to discover something new about yourself," Martin said. "You may have to start over, change direction or let go of something you once thought you needed. None of that means you have stopped growing. It may simply mean you are preparing to bloom differently."

In My Bloom Era™ is not about becoming perfect. It is about becoming intentional.

The complete collection and additional information about the movement are available at www.inmybloomera.com.

About In My Bloom Era™

In My Bloom Era™ is an inspirational lifestyle movement created by Dr. Shantell Byrd Martin, Ph.D., through a collaboration between Shantellum and Bloomorey. Combining personal development with the creative symbolism of floral artistry, the brand encourages individuals to embrace growth, reinvention and intentional living. Its collection includes inspirational books, journals, digital resources, lifestyle

merchandise and experiences centered on the four-stage framework of Root, Water, Prune and Bloom.

About Dr. Shantell Byrd Martin

Dr. Shantell Byrd Martin, Ph.D., is an Atlanta-based author, entrepreneur, keynote speaker and leadership development professional. With nearly two decades of entrepreneurial experience, she is the founder of Shantellum, broker-owner of Amile Lane and the creative visionary behind Bloomorey and In My Bloom Era™. Her work bridges business, leadership, creativity and personal development, inspiring individuals to embrace change and pursue meaningful growth.

About the Collaborating Brands

Shantellum is a motivational speaking and leadership development brand founded by Dr. Shantell Byrd Martin. Through keynote presentations and interactive workshops, Shantellum helps individuals, leaders, and organizations strengthen their mindsets, embrace reinvention, and create meaningful transformation.

Bloomorey is a luxury floral and experiential brand specializing in floral styling, custom arrangements, interactive flower bars, and curated experiences. Through sophisticated design and intentional creativity, Bloomorey transforms flowers into memorable experiences that celebrate beauty, connection, and life's meaningful moments.

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