

Lilit Khatchaturian is Founder and CEO of Pavé Fleur, a revolutionary system allowing fresh floral arrangements to be delivered anywhere in the country within 24 hours. Lilit began her career working in her mother's flower shop, Sky Flowers, after graduating from UCLA with her degree in Business/Economics. Applying her education, Lilit grew her mother's two-person operation to become a world-renowned event production company, whose clientele ranges from celebrities and five-star hotels, to Fortune 500 companies.

Lilit has spent her 14 years immersed in the floral industry attending workshops and seminars produced by elite members of the AIFD community. Under the guidance and mentorship of world-renowned designer, Preston Bailey, Lilit and her team have executed countless high-profile events, most notably LeBron James' wedding. Lilit is a graduate of the PB Protégé Program, where she learned highly technical floral skills for creating one-of-a-kind floral sculptures. Working alongside head designers, Lilit has learned the art of creating larger-than-life floral installations.

Other high-profile events executed by Lilit and her team include: The Grammy Awards, American Music Awards, Oscars, Worldwide events for Mastercard, Justin Timberlake private event in New York, Corona, Sports Illustrated Swimsuit Edition Launch party in New York, nationwide events for Delta, features on The Real Housewives of Beverly Hills & more.

In 2019, Lilit will launch her "Flower Hour" channel on YouTube and Instagram to help inspire and educate people with unique floral tips, techniques and care. Her hope is to spread her passion for flowers so that everyone can enjoy the positive effects of fresh blooms in their homes and their lives without feeling intimidated.